

The Rhetorical Triangle

- *Rhetor* is the Greek word for speaker.
- Aristotle (ancient Greek philosopher) said:
 - A good speaker (or writer) needs to appeal to their audience's sense of logic, trust, and emotion.
 - Since there are THREE appeals that a speaker or RHETOR is supposed to make, this idea is called THE RHETORICAL TRIANGLE.

persuasive writing toolbox!

1. **Logic/Facts (logos)**
2. **Credibility (ethos)**
3. **Emotion (pathos)**



LOGIC (logos)

- **Audience looks for: facts, figures, numbers, dates, names, information**
- **Audience asks: “Does it make sense?”**
- **Example: “Our new pillows have been proven to prevent 96% of traumatizing nightmares!”**

CREDIBILITY (ethos)

- **Audience looks for: credentials, proof of character, believability of the speaker/writer.**
- **Audience asks: “Can I trust this person?”**
- **Example: “4 out of 5 dentists agree that our electric toothbrush is the most powerful one on the market!”**

EMOTION (pathos)

- **Audience looks for: references to emotions, interests, common man appeals**
- **Audience asks: “What is the speaker/writer trying to make me feel and why?”**
- **Example: “Don’t you hate it when your bag of chips is mostly air?”**