



Rhetorical Devices

Rhetorical devices are three ways writers can appeal to audiences to make their arguments more effective.

Ethos

Ethos appeal to authority or credibility. For example:

John is qualified for the job because he has his PhD.
I am qualified to speak about the Congo because I lived there.

Using ethos creates a sense of trust and believability for the reader, making them more likely to accept the writer's argument.

Pathos

Pathos appeal to emotion. Pathos can be used in full sentences. For example:

Imagine a world free from all troubles. This cruise can give you that!
This policy is an absolute necessity. Just think of the children!

Pathos can also be used in single words or phrases to emotionally heighten the tone of the argument. For example:

Dogs are the best because they are so loving.
Those horrible people stole my sandwich!

Using pathos causes the reader to become emotionally involved, making them more likely to accept the writer's argument.

Logos

Logos appeal to logic or reason. For example:

If I study, I will get better grades. I studied; therefore, I should get better grades.

Using logos helps the reader follow the logic in arguments, making them more likely to accept the writer's argument. Logos are also apparent in the use of facts or statistics. For example:

My study showed that 93% of adults do not believe in fairies.

Need more information or assistance?

Schedule an appointment with the Excel Multiliteracy Center. We are here to provide one-on-one and group assistance to any and all UCCS students!