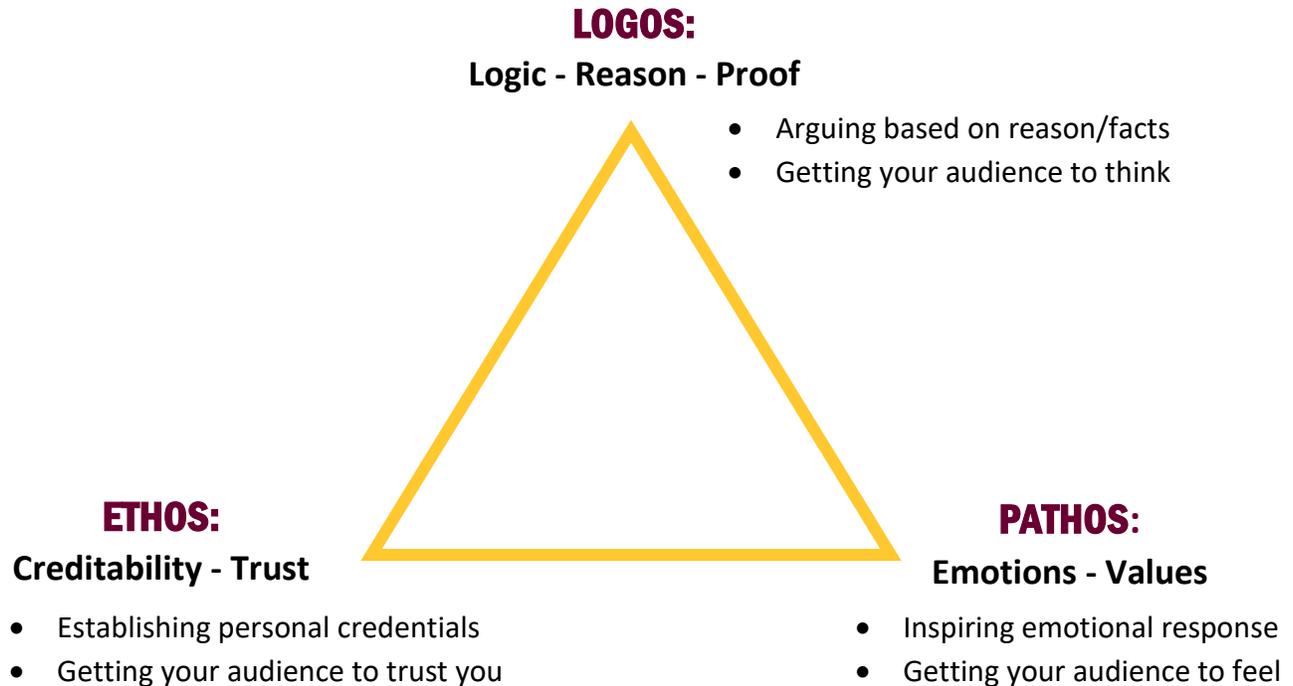


# The Rhetorical Triangle:

Constructing a persuasive argument with *logos*, *ethos*, and *pathos* to appeal to your audience.



**Speaker:**

**Audience:**

**Purpose:**

**Communication format (optional):**

▶ **Logos** – What are the facts?

▶ **Ethos** – Why should your audience trust you?

▶ **Pathos** – How can you connect to your audience's emotions/values?

## **Draft Your Argument:**

Now that you've outlined your *logos*, *ethos*, and *pathos*, construct a message from you to your audience:

## **More Questions to Consider:**

Depending on your communication format (email, social media post, informational webpage, etc.) the tone and structure of your message might change. How might this affect the argument you've drafted so far?

Have you been using *logos*, *ethos*, or *pathos* in your communications already (maybe even without realizing it)? Will this affect how you conduct outreach in the future?

### **Contact Me:**

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