### **Pre-Writing: Considering the Rhetorical Triangle**

The elements of the rhetorical situation interact with and influence one another. In learning to write an analysis, it is thus helpful to think about the relationship among these elements within the rhetorical triangle. By doing this, writers will be able to better understand how the elements of each text come together (often overlap) to make an argument or persuade an audience.

#### **Ethos**

The authority or credibility of the author. Can refer to any of the following: the actual character of the speaker/writer, the character of the writer as it is presented in a text, or as a series of ground rules/customs, which are negotiated between speaker, audience, and specific traditions or locations. The speaker must convince the audience of their credibility through the language they use and through the delivery, or embodied performance, of their speech.

Did you analyze ethos enough in your essay?

* What experiences or claims to authority qualify this author to speak or write?

* Have you considered the credibility and moral character of the writer/speaker?

* Have you considered the design or appearance of the text you are analyzing? Does it look professional? What can you say about the author based on the appearance of the text alone?

#### **Pathos**

Emotional appeals to the audience to evoke feelings of pity, sympathy, tenderness, or sorrow. The speaker may also want the audience to feel anger, fear, courage, love, happiness, sadness, etc.

Have you analyzed pathos enough in your essay?

* How does the author appeals to the emotions of the reader/viewer?◦How does the author establish a bond with his audience?

* How might the author change his strategy if he was trying to establish a bond with a different audience?

#### **Logos**

In classical rhetoric, logos is the means of persuasion by demonstration of the truth, real or apparent, the reasons or supporting information used to support a claim, the use of logic or reason to make an argument. Logos can include citing facts and statistics, historical events, and other forms of fact based evidence.

Do you analyze logos enough in your essay?

* How does the author back up his argument in this text? Does he incorporate facts, statistics, or numbers?

* Have you considered how logical the author’s argument is?

* Are the claims this author is making realistic?

* Does the author consider alternative arguments?