Persuasive Rhetoric: The Modes of Appeal

Aristotle divided means of persuasion into three categories:

Ethos: an appeal to credibility or authority (ex: source)

An appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.

Logos: an appeal to reason, logic (ex: facts, statistics)

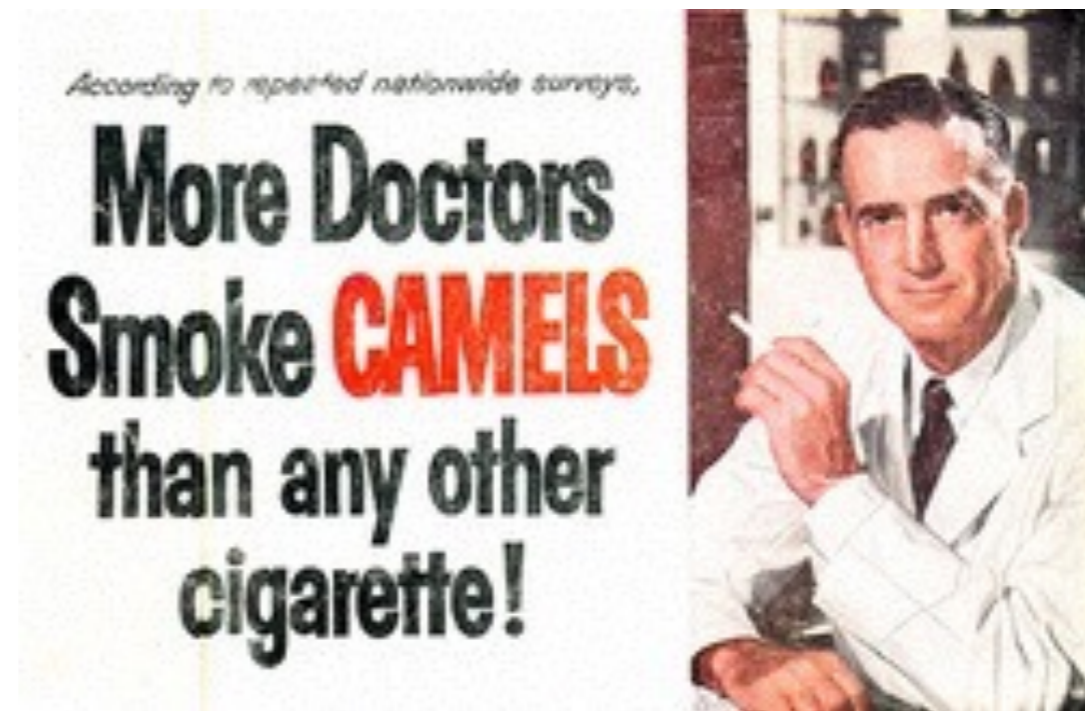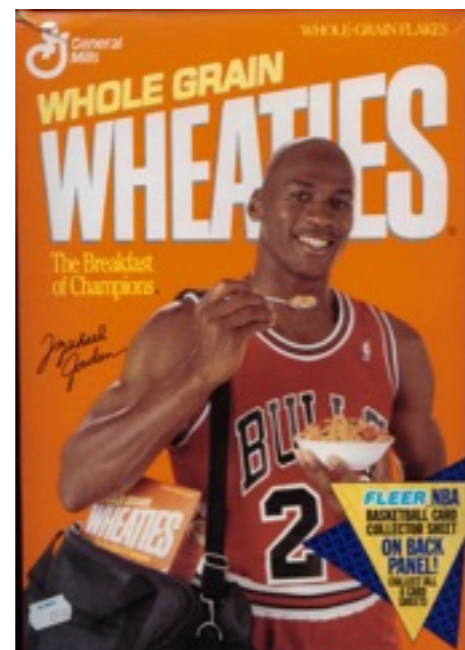An appeal to logic, and is a way of persuading an audience by reason.

Pathos: an appeal to emotions (ex: vivid language, imagery)

An appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.

Ethos: an appeal to credibility or authority (ex: source)

An appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.
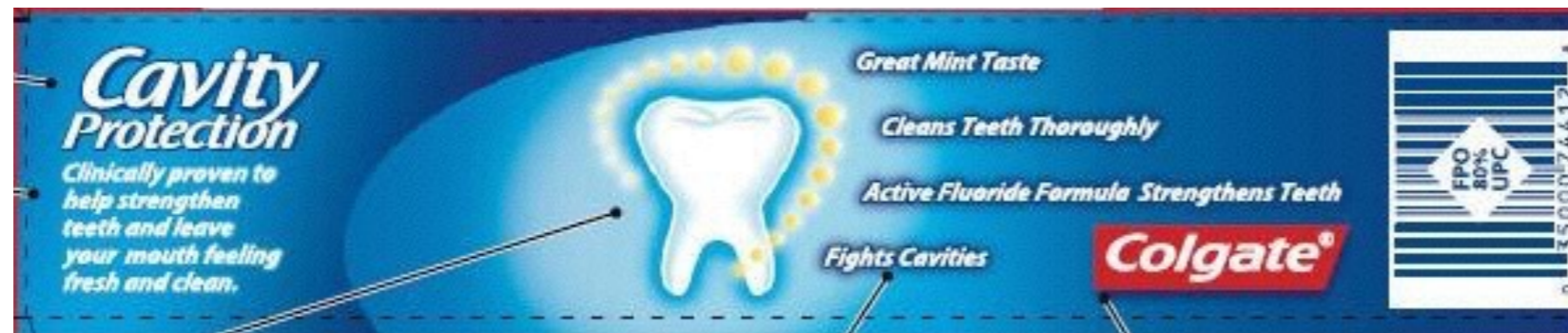
ex: Testimonial

works with or without image

Logos: an appeal to reason, logic (ex: facts, statistics)
An appeal to logic, and is a way of persuading an audience by reason.

ex: Qualitative language

Logos: an appeal to reason, logic (ex: facts, statistics)
An appeal to logic, and is a way of persuading an audience by reason.

ex: Statistics and Data

Pathos: an appeal to emotions (ex: vivid language, imagery)

An appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.

ex: plays on fear and worry

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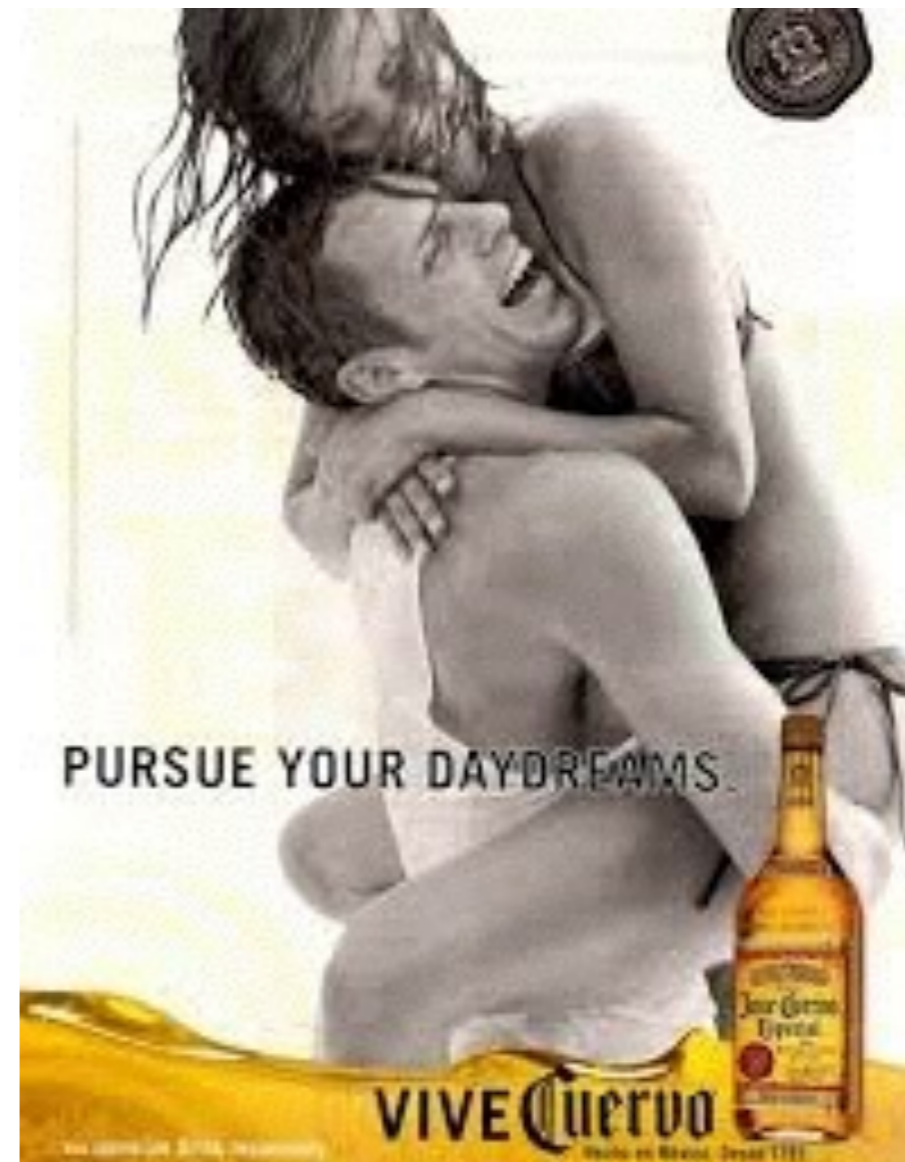
ex: plays on desire

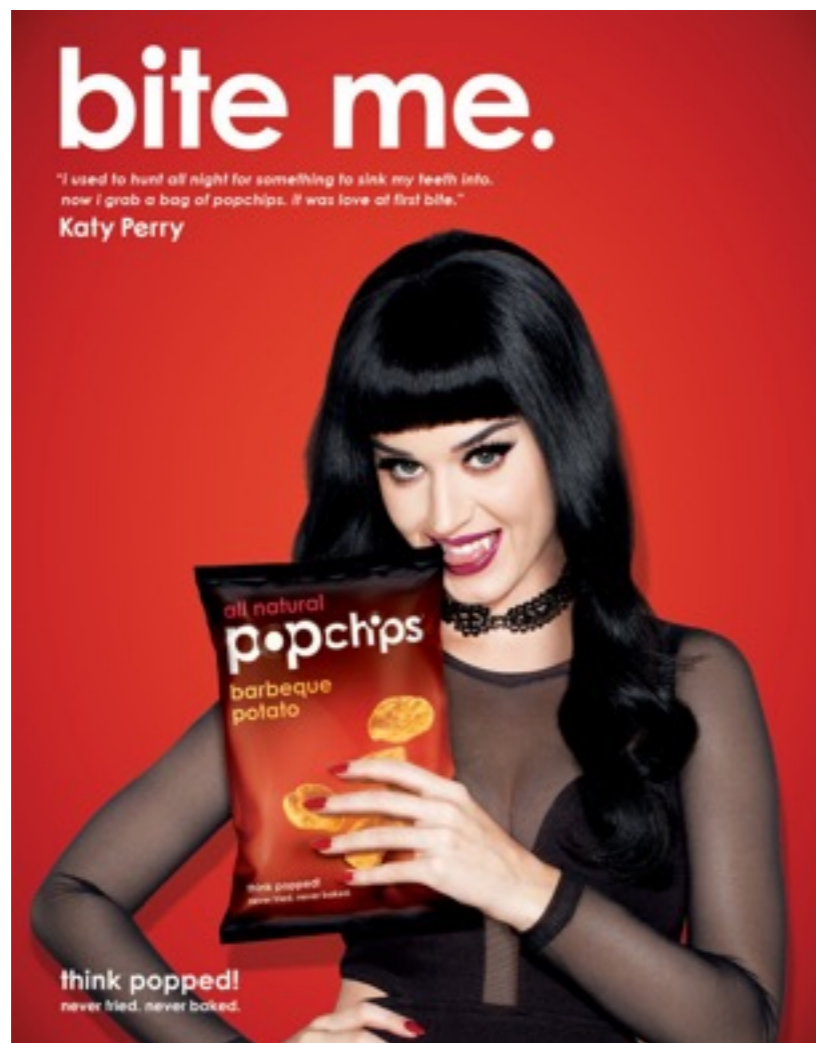**Pathos:** an appeal to emotions (ex: vivid language, imagery)

An appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.

ex: plays on humor

Pathos: an appeal to emotions (ex: vivid language, imagery)
An appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.

ex: plays on sadness, sensibility, nostalgia, disgust, etc.

Can typefaces use the modes of appeal?

Ethos: an appeal to credibility or authority (ex: source)

Logos: an appeal to reason, logic (ex: facts, statistics)

Pathos: an appeal to emotions