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
**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 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