

**APSU Writing Center**  
Writing with Pathos, Logos, and Ethos

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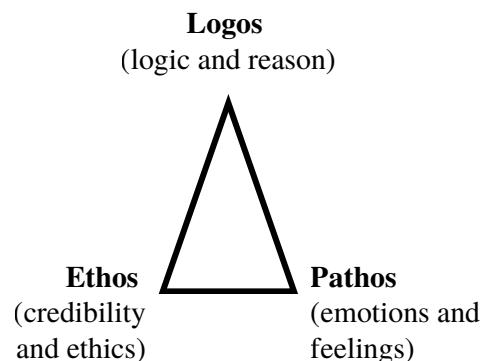
- Balance all three appeals to create a strong, persuasive argument.

#### Pathos – Appeal to Emotion

- Persuades by evoking emotions to make the audience feel a certain way.
  - **Example:** A charity ad showing heartfelt stories.
- Check:
  - Does it evoke emotion?
  - Are vivid details and imagery used?
  - Does it generate sympathy or other feelings?

#### Logos – Appeal to Logic

- Persuades using facts, evidence, and reason.
  - **Example:** Data-driven graphs that support a claim.
- Check:
  - Are facts, statistics, or historical knowledge included?
  - Is the thesis clear with evidence-backed arguments?
  - Are logical fallacies avoided?



#### Ethos – Appeal to Credibility

- Establishes the writer's authority and trustworthiness.
  - **Example:** "As a scientist with decades of research..."
- Check:
  - Is evidence from credible sources?
  - Are counterarguments included?
  - Is the writing professional and organized?
  - Does the writer clarify their knowledge or position?



## APSU Writing Center

### References

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