When writing your argumentative essay, consider implementing pathos, ethos, and logos based approaches. All three approaches should be balanced throughout your paper in order to create a strong point.

**Pathos**
- the appeal to emotion, means to persuade an audience by purposely evoking certain emotions to make them feel the way the author wants them to feel.
- Example: The heartfelt appeal in the charity ad featuring...

**Questions to consider:**
- Does it appeal to the emotion of the audience?
- Are there vivid details and imagery that express emotion and imagination?
- Does it evoke sympathy or other emotions?
- Is this writing effective in making the audience feel a certain way?

**Logos**
- The appeal to logic, means to appeal to the audiences’ sense of reason or logic.
- Example: The data driven graphs in this paper logically support...

**Questions to consider:**
- Does this writing include facts, statistics, and other historical knowledge?
- Is the thesis statement clear and does it have supporting arguments with evidence?
- Does it avoid logical fallacies such as broad generalizations?

**Ethos**
- Establishes the writer's credibility or authority to make the audience trust them.
- Example: As a seasoned scientist with decades of research...

**Questions to consider:**
- Does the supporting evidence have a credible source?
- Does the writer include a counterargument?
- Is the writing professional and organized?
- Does the writer clarify their own positionality and knowledge?
References


