

## Aristotle's Rhetorical Strategies (Simplified)

Definitions: [https://en.wikipedia.org/wiki/Modes\\_of\\_persuasion](https://en.wikipedia.org/wiki/Modes_of_persuasion) & Examples: <http://pathosethoslogos.com/>

**LOGOS:** We must be *logical* (making sense) clear and well organized to persuade our audience.

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**PATHOS:** We must use appropriate *emotion* to show that we care about what we are discussing.

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**ETHOS:** We must show respect to gain *respect* from our audience (building trust with them).

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