Rhetorical Appeals

*Ethos*: based on the character and expertise of writer

*Logos*: logic, reasoning, and evidence

*Pathos*: emotions, beliefs, and values of audience

*Word choice*: description of people, objects, and processes

*Naming conventions*: ascribed names of people and things

*Organization*: beginning, progression, juxtapositions, and ending

*Images*: the purpose and function of images

*Negative space*: information and perspectives not included