

## ARTIFICIAL SUPPORT (BASICS)

### THE THREE RHETORICAL APPEALS

is anything used to convince the reader, which is "man-made" and fits into one of these three categories (or what we call rhetorical appeals):

Ethos refers to the credibility or ethical character of a writer.

Pathos refers to the emotions activated by a writer in his discourse.

Logos refers to any logical construction, belief, assumption, belief, statistic, or pattern of reasoning used by a writer.

Here are two examples of artificial support in action:

Example:

Claim: John deserves a toy.

John (a six-year old) wants a toy.

His mother says no.

John states that he has been a good boy and deserves a toy. [ethos]

His mother says no.

John says that all the other little kids around him have toys; therefore, he should have a toy too. [logos]

His mother says no.

John starts crying and sobbing uncontrollably, and says his mother is a bad mother. [pathos]

And, his mother, feeling sorry for him and embarrassed decides to buy him a toy.

Notice how John has no physical evidence to use. However, he is able to establish his own credibility, his own reason for having the toy (although not a law or rule), and then uses crying and name calling as a method of persuading his mother.