

Using Persuasive Appeals during the Research Process

National/Global Proposal for Change

LOGOS

This one is obvious! Look for the following in your research to support your position logically.

- Facts, figures, and statistics help to show the big picture
- Details make the argument compelling and engaging
- Examples and parallel situations demonstrate the feasibility of a solution
- Analogies create logical comparisons to enhance understanding

LOGOS IS THE FOUNDATION FOR A STRONG ARGUMENT.

ETHOS

Ethos allows the reader to trust the writer. Look for the following in your research to support your position through ethos.

- Credible sources from the experts in the field
- Address the opposition's viewpoints

ETHOS IS THE BACKBONE OF YOUR PAPER. WITHOUT CREDIBLE SOURCES OR ADDRESSING THE OPPOSITION, YOUR PAPER WILL NOT STAND UP TO SCRUTINY AND CHALLENGE.

PATHOS

This one requires careful selection. Look for the following in your research to support your position emotionally.

- Stories that make the issues and their solutions real for the reader by attaching them to actual human beings
- Examples from history from history that can galvanize us to embrace change even though we often fear it

PATHOS IS LIKE CINNAMON, OREGANO, AND OTHERS SPICES. USE PATHOS IN MODERATION TO ADD DEPTH OF FLAVOR BUT NOT TO OVERWHELM OR REPLACE LOGIC.

3 Persuasive Appeals in Writing

We will come back to the appeals when we start drafting. In that review, we will address logical fallacies, biased and attacking language, and other topics related to the appeals.