HOW TO MAKE APPEALS AND ENGAGE THE AUDIENCE		
APPEAL TO LOGIC (*LOGOS*)	**DEVELOP CREDIBILITY (*ETHOS*)**	**APPEAL TO EMOTION (*PATHOS*)**
STYLE		
Definitions Denotative meaning Explanations Factual data and statistics Literal and historical analogies Quotations Reasons Theoretical, abstract language	Appropriate level of vocabulary to demonstrate expertise Language appropriate to audience and subject Refer to a common ground of shared beliefs Restrained, sincere, fair-minded presentation to demonstrate goodwill	Connotative meanings Emotionally loaded language Figurative analogies Narratives of emotional events Motivational examples Suggestive tone Vivid descriptions
CHOICE OF SOURCES		
Citations from experts Informed opinions	Reputable Sufficient in quantity Up-to-date	Personal narratives Touching testimonies
EFFECT		
Inserting logic into an argument establishes rigorous support for the claim and evokes a cognitive, rational response.	Inserting ethos into an argument demonstrates the author's competence and/or experience, evokes goodwill and credibility.	Inserting emotion into an argument produces attraction or repulsion for the claim, which connects the author and the audience.
CONSTITUTES THE ESSENTIAL INTERNAL STRUCTURE	**REFERS TO THE AUTHOR**	**BUILDS IDENTIFICATION BETWEEN THE TOPIC, AUDIENCE, AND AUTHOR**