Three Fold Appeals for a Well-Rounded Argument

A well rounded argument relies on three types of appeals to reason: logical, ethical, and emotional

Constructing Logical Appeals (Logos)

The logical appeal is the strategic use of sound reasoning, logic, claims, and evidence.

Effective logical appeals…	Ineffective logical appeals…
analyze cause and effect carefully	commit logical fallacies
recognize the opposing side	misuse or misinterpret evidence
use solid evidence	use faulty reasoning
distinguish between fact and opinion	do not recognize the opposing side
clearly back up claims and reasons	do not back up claims and reasons

Types of Logical Appeals

1. Example, Story, or Narrative

- Think of personal experiences you or someone you know or someone you read or heard about on TV went through. Tell the story of that experience.

2. Provide a Definition

- Write down five key terms that are related to your topic. For example, a paper on hybrid automobiles—"hybrid," "conservation," "environment," "budget," "automobile." You should first give your own definition of those terms. Then look up the dictionary definition of each.

3. Propose a Model or Plan

- Is there a solution to your topic? Changes that have happened or you would like to see happen? You may draw on someone else's plan. A plan that has already been put into affect. Or you might create your own.

4. State an Ideal, Premise, or Principle

- Think about sayings…especially ones grandparents are famous for ;) "If at first you don't succeed…" These may be cliché, but they offer outlooks or ideals that we often strive for in life.

5. Describe Causes/Effects and/or Consequences

- What would happen if…? What already happened because of…? Remember that inventors rely on the principles of cause and effect in creating their toys. Difference between cause and effect and consequence? Cause and effect is more immediate, while the consequence is the end

result…a chain of causes and effects can lead to an unintended consequence. A leads to B leads to C leads to D. But did A cause D?

6. Establish a Connection Between Persons and Actions or the Lack of Connection

or

Use Classifications and/or Comparisons and Contrasts

- Six and seven both deal with comparisons. Think about similarities and differences. An addiction to cigarettes falls under the category of addiction but has difference effects than addiction to crack. Also think about people who are involved in the topic…do they share certain personality traits with each other?

7. Appeal to Shared Authority

- This can help your credibility. Think about drawing on sources. Many refer to the bible as a source. Is there a commandment involved, for instance? What does your religion say as relates to your topic? Interviews with key people related to your topic could be used as authority figures. Think about this, however: You have a source written by a ten year old who wrote on the topic for a school project, a source written by a psychologist, and a letter to the editor written by an unsigned individual. Who would be the most credible authority figure?

8. Create an Analogy/Metaphor

- This one is to enhance your style. Think about drawing a comparison to something that is not readily equal to your topic, but holds an underlying connection worthy of use. For instance: "Denying the images of gender inequality is like denying your own house is on fire" (Lauer et al 150).

  "Majoring in accounting is like wearing my dressiest clothes…

  - Shows my self-pride

  - Well-tailored to fit

  - An expression of how I see myself" (Lauer et al 258).

Constructing Ethical Appeals (Ethos)

Ethical appeals help establish your credibility as a writer. An audience determines whether an author is ethical or unethical by weighing the facts, evidence, and logic used. Ethical appeals show that you can be relied upon as a knowledgeable person with good sense.

Effective ethical appeals…	**Ineffective ethical appeals…**
help establish knowledge and credibility	mislead the reader
engender trust in the writer	misuse or misinterpret evidence
use solid evidence	are biased
give an honest, clear view of the issue	inaccurately present points

1. Shared values—

   - Consider what your beliefs and values are as they relate to your topic.
     - o For instance, if you were to argue against cigarettes, perhaps you believe people have the right to fresh, clean air.
   - Remember your target audience…
     - o What values would they have in common with you as relates to your topic?
     - o Again, would your audience agree that they want fresh, clean air?

2. Shared background/experience—

   - Where did you grow up?
   - What social experiences did you have?
     - o Family income, race, class, religion—all of these are part of your background—choose those experiences which relate directly to your topic.
   - Be careful to avoid background experience which your reader may be averse to.
     - o You do not want to alienate your reader.

3. Writer's Position—

   - What part of your position as writer will prompt readers to listen to you?
   - What makes you worth listening to?
   - Why should your reader listen to you rather than someone else?
     - o There is something about yourself as relates with the topic that makes you the authority. Not that you should brag, for this would alienate your reader, but rather, your knowledge and authority on the topic are what you need to draw into your essay so that your readers will be willing to listen.

Constructing Emotional Appeals (Pathos)

You should know both of the following **BEFORE** you start writing:

1. Determine what emotional state would prompt your readers to respond to your focus. For example, fear is good because people want to feel safe. However, you do not want to gross your reader out completely, or do you?
2. Identify what emotional state would be most likely to move readers away from the focus.

The above two points should be prepared and inferred throughout your essay without stating directly. You can accomplish this by incorporating the following into your essay…

1. connotations
2. vivid language
3. striking examples

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