



The Appeals and Their Rhetorical Strategies

Note: Use of the appeals will often overlap. In other words, any one facet of a text can be logical, a narrative, and show confidence simultaneously.

Appeals

EMOTIONAL

LOGICAL

Advantageous
vs.
disadvantageous
ETHICAL

Strategies

Narrative

Definition

Description

Analogy,
metaphor, simile

Emotion-laden
words

Comparison

Repetition,
rhythm, figures
of speech

Contrast

Deductive,
inductive
reasoning

Examples,
statistics

Precedents/law

Past/future facts

Analysis

Possible vs.
impossible

Cause/effect

Worthy vs.
unworthy

Greater good,
lesser evil

Credibility
Familiarity with
subject

Awareness of
context

Reasonableness
Good judgement

Character
Respect others'
values

Value welfare of
others

Show integrity,
trustworthiness,
open-
mindedness

Confidence
Reflective

Use own voice

Understand
readers' needs

Treat readers as
equals