

CAPTURING YOUR AUDIENCE

LOGOS

- Use Data
- Use Facts
- Quote Sources
- Quote an Expert
- Provide Statistics
- Give an Example
- Demonstrate (Add a picture)

PATHOS

- Use a story
- Use the senses to help the readers understand more
- Use Figures of Speech such as metaphors or similes

ETHOS

- Appeal to the reputation of a country/ area
- Speak with authority and conviction
- Empathy - make the readers 'feel' - sympathy, fear, anger etc..

APPEAL

- Desire of the readers to be heroes
- Desire to do good and be good
- Desire to protect future generations
- Pride in improving their country

MORE ADVANCED

- Attack Opposing views
- Include the reader by using 'You' 'Us' instead of 'them'
- Use Rhetoric Questions
- Provide Cause and Effect Arguments
- Use Humor and Hyperbole

DO NOT FORGET THE TONE OF YOUR WRITING PIECE

Passionate
Engaging
Wise
Thought - Provoking
Reasonable