

Using Different Kinds of Appeals

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WHAT'S COVERED

In this lesson, you will learn about the types of appeals that you can use in your speech. Specifically, this lesson will cover:

1. Use Different Kinds of Appeals
 - a. Logos (Evidential or Logical Appeal)
 - b. Pathos (Emotional Appeal)

1. Use Different Kinds of Appeals

According to Aristotle, there are three primary types of appeals:

- Logos: a logical appeal; also known as an evidential appeal
- Pathos: an appeal to the audience's emotions
- Ethos: Moral expertise and knowledge

For the purposes of this section, we will explore the two broadest and prevalent appeals: logos and pathos.

1a. Logos (Evidential or Logical Appeal)

From a rationalist's point of view, **evidential appeals** are the only type of appeal that truly matter. Evidential appeals are formed by defining the evidence and then explaining how the evidence must logically prove that a certain conclusion must be true.

Evidential appeals are the only type of persuasive speech allowed in a court of law; the evidence must prove that the defendant has committed the crime in order for that person to be found guilty.



Evidential appeals are also the basis for scientific research. A scientist must be able to show the connection between evidence and a conclusion in order for his/her work to be accepted.

In persuasive speaking, the speaker must first explain the evidence in a way that is comprehensible to the audience, yet complete. Then the scientist must explain how that evidence logically leads to a consequence that supports his/her proposal.



TERM TO KNOW

Evidential Appeal

An attempt to show the logical connection between a set of evidence and a consequence. Also known as logical appeal or logos.

1b. Pathos (Emotional Appeal)

An **emotional appeal** is intended to cause the audience to feel a certain way so that they will be convinced by the speaker.

Emotional appeals can manifest in a number of ways. Metaphors, stories, and passionate delivery are all emotional appeals because their effectiveness lies not only in the words, but in the emotions they evoke in the audience.

Ultimately, the effectiveness of an emotional appeal is determined only by the audience. If the audience does not feel the intended emotions, by definition, the appeal has failed.



TERM TO KNOW

Emotional Appeal

An attempt to make the audience feel certain emotions so that they will be more likely to be engaged by the speech. Also known as pathos.



SUMMARY

In this lesson, you learned that Aristotle defined three **types of appeals: logos (evidential), pathos (emotional), and ethos** (based on moral standing). Logos and pathos are the two most common contemporary categories. Evidential appeals (logical appeals, logos) are based entirely on evidence that is then shown to cause a certain outcome based on rationality alone. This is the type of appeal allowed in scientific research and in courts of law. Emotional appeals (pathos) attempt to cause the audience to feel certain emotions in order to persuade them. Stories and metaphors are examples of emotional appeals.

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TERMS TO KNOW

Emotional Appeal

An attempt to make the audience feel certain emotions so that they will be more likely to be engaged by the speech. Also known as pathos.

Evidential Appeal

An attempt to show the logical connection between a set of evidence and a consequence. Also known as logical appeal or logos.