**The Appeals**

**Finding the appeals is one thing, you also need to connect it to the purpose of the writing. Think of it as a three-part process. 1) Identify it 2) With it’s requirement, and then make the 3) Connection to the writer’s purpose.**

1. Logical Appeal

Identify it:

What it looks like: A clear reason for the writer’s purpose

What it requires: Evidence.

Connect it:

The logical appeal connects to the mind, intellect, reason and logic of the audience.

1. Ethical Appeal

Identify it:

What it looks like: Something the audience will care about within the writer’s

purpose

What it requires: The speaker to create a credible persona

Connect it:

The ethical appeal establishes trust between the writer and the audience and assures the audience that the writer understands their wants, needs, and perspectives.

1. Emotional Appeal

Identify it:

What it loos like: Something the writer uses to create a mood or feeling about the purpose

What it requires: Putting the audience in the right frame of mind to hear the

purpose.

Connect it:

The emotional appeal attempts to stir the emotions in people to care, feel, and

create empathy for the writer’s purpose.