

Provide enough back story
What does inflect of the moment

RA published
more
Written particular way

0610 try to stand on top of it! / Whatever the case maybe
I'm just try to be real

"Persuasive Writing"

How to persuade people → ^{ethical Pathos Logical} Ethos, Pathos, Logos
↳ Designed to help
an audience accept
your argument

ETHOS

: appeals to the audiences by asking them to trust the person making the argument

ex) explaining my credential,
using good source,
professional tone, error-free

PATHOS

: appeals to the audiences' emotions asking them to believe because they care

ex) using effective adjectives
or images

LOGOS

most effective!

: appeals to the audiences' sense of logic & rationality asking them to believe because the argument makes sense.

ex) draw your conclusion as rational,
data.