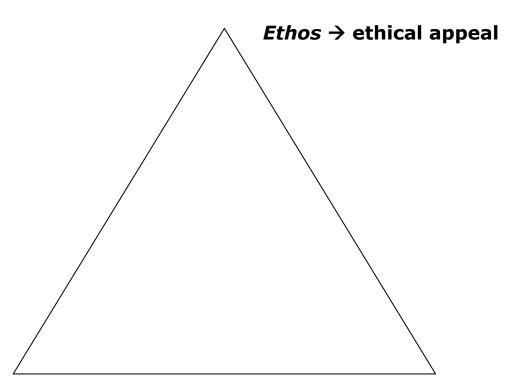
The Rhetorical Triangle

Speaker/Writer (credibility, ethics, morals, beliefs)



Pathos → emotional appeal

Audience/Reader (interests, biases, concerns)

Logos → logical appeal

Subject/Topic (content, evidence, facts)