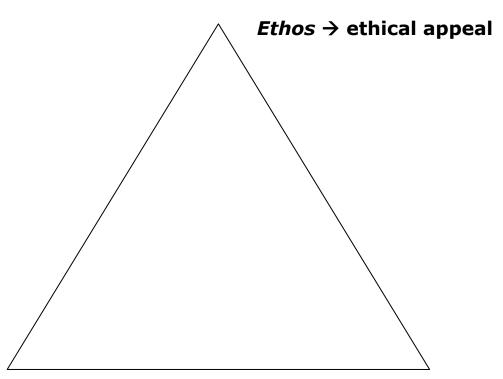
The Rhetorical Triangle

Speaker/Writer (ethics, morals, and beliefs)



Pathos → emotional appeal

Audience/Reader (emotional response)

Logos → logical appeal

Subject/Topic (logical response)