

# Quick Ethos, Pathos, Logos Identification Checklist

## ✓ Identifying Ethos

- ☐ Does the author mention their credentials, experience, or expertise?
- ☐ Are there references to reputable sources or authorities?
- ☐ Does the author use professional, trustworthy language?
- ☐ Are there endorsements from credible individuals or organizations?
- ☐ Does the author demonstrate knowledge of the subject?

**If yes to 2+ questions:** Ethos is likely being used.

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## ✓ Identifying Pathos

- ☐ Does the text use emotionally charged language (fear, hope, anger, joy)?
- ☐ Are there personal stories, anecdotes, or vivid imagery?
- ☐ Does the author appeal to shared values or beliefs?
- ☐ Are there words that trigger empathy or sympathy?
- ☐ Does the text describe scenarios that evoke strong feelings?

**If yes to 2+ questions:** Pathos is likely being used.

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## ✓ Identifying Logos

- ☐ Are there statistics, data, or numerical evidence?
- ☐ Does the author use logical reasoning or step-by-step arguments?
- ☐ Are there cause-and-effect relationships explained?
- ☐ Does the text cite research, studies, or factual information?
- ☐ Is the argument structured with clear premises and conclusions?

**If yes to 2+ questions:** Logos is likely being used.