

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.

✓ 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.

✓ 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.