

Rhetorical Appeals

Ethos: based on the character and expertise of writer

Logos: logic, reasoning, and evidence

Pathos: emotions, beliefs, and values of audience



Word choice: description of people, objects, and processes

Naming conventions: ascribed names of people and things

Organization: beginning, progression, juxtapositions, and ending

Images: the purpose and function of images

Negative space: information and perspectives not included

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21W.035 Science Writing and New Media: Communicating Science to the Public
Fall 2016

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