Rhetorical Triad

Persuasion and Influence toward Adherence

The rhetorical aspect of the program adopts the ancient philosophical theory that successful persuasion incorporates an understanding of the influential characteristics of the source (ethos), the message (logos), and the emotions of the audience (pathos).

Ethos is essentially source credibility or prestige, and represents the appeal of the speaker's audience to the character, trustworthiness, and expertise of the speaker. In the judicial setting it is sometimes referred to as the "power of the robe" whereby any audience is more likely to be persuaded by someone whom they see as credible.

 The Persuasive Appeal of Credibility

Ethos

Logos

 The Persuasive Appeal of Reason

Logos is the appeal of reason in the rhetorical argument, the logical, rational, and consistent elements of persuasion relative to the patterns, conventions, and modes of reasoning that the audience finds convincing and persuasive. Thus, these patterns and conventions might be more than the use of pure reason or logic alone. These also include how the information is presented, not just what the information is.

The simplest model of emotional appeal argues that appeals that increase the arousal of fear, anxiety, or dissonance in message receivers is a motivational dynamic, and that increased emotional arousal acts as a drive that is only satisfied by the elimination of the emotion.

 The Persuasive Appeal of Emotion

Pathos