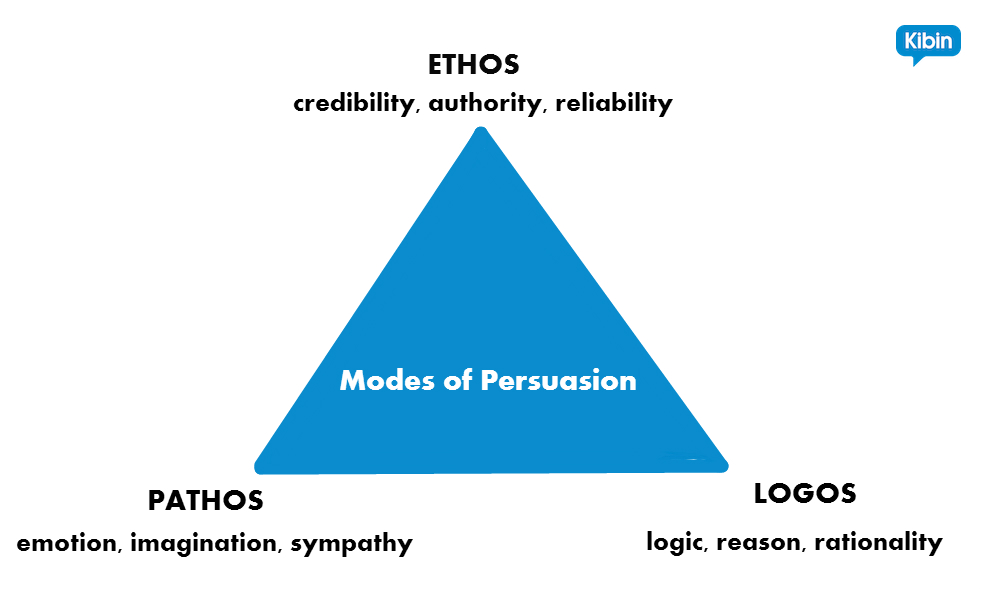
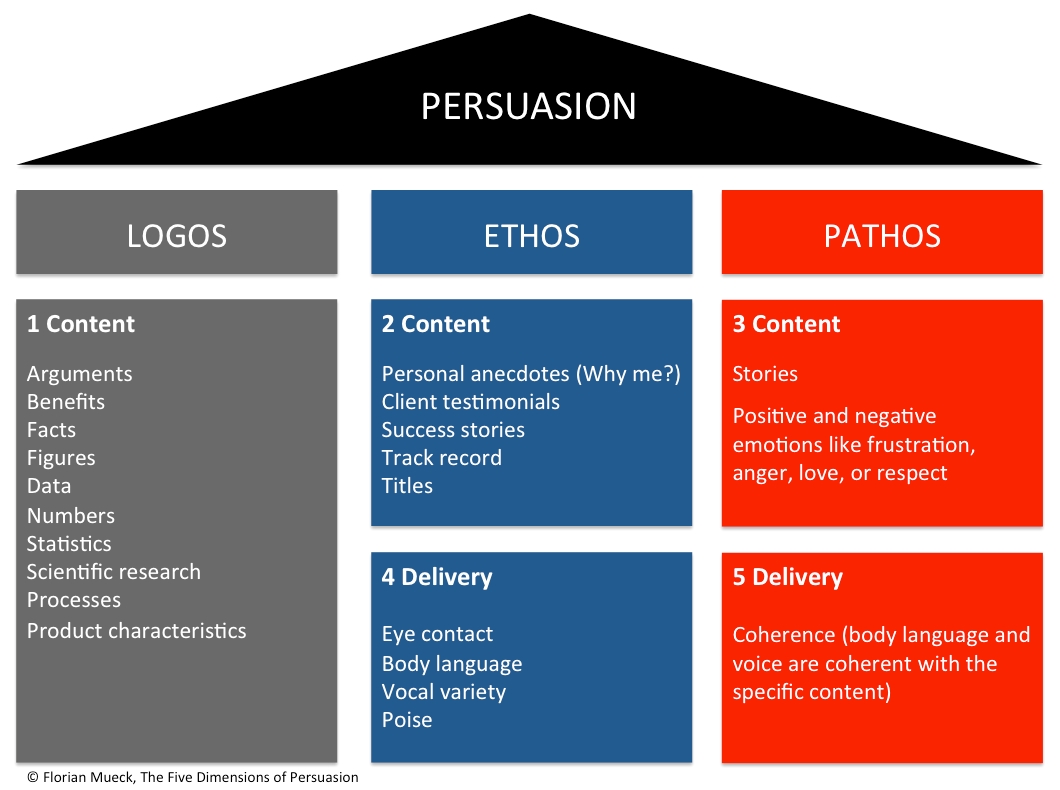
[](https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj724WdsefMAhUMkJQKHXEOATUQjRwIBw&url=https://www.kibin.com/essay-writing-blog/ethos-pathos-logos/&psig=AFQjCNFC7x2wpxta2ZhsETlPEKhv6VUnSw&ust=1463790022742622)3 Pillars of Persuasion and…

[](http://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjI6q2jsefMAhXDJ5QKHe9LCfsQjRwIBw&url=http://www.florianmueck.com/rhetoric/the-five-dimensions-of-persuasion&psig=AFQjCNFC7x2wpxta2ZhsETlPEKhv6VUnSw&ust=1463790022742622)

Authorities/experts

…When to use Them

*Because of the way our brains work the most effective approach to persuasion is:*

* Start with ethos: establish your credibility in the introduction and use the first paragraph to outline your most ethos based argument.
* In the second paragraph/argument start with pathos and then use logos to hammer the point home. Use the same main techniques for the other paragraphs and counter argument.
* Use the conclusion to reiterate your credibility.

*This doesn’t mean you can’t use pathos in the intro or ethos in the last section of the body; it does mean there will be a main focus on the above approaches.*