The Death of Ethos, Pathos, and Logos

I really want to say "ethos," but I know I can't, so instead I might say…

- ❏ The author notes his experience in this area by…
- ❏ The author endears herself to her audience by…
- ❏ The author demonstrates that she is a model of morality by...
- ❏ The author makes it clear that he cares for their audience by…
- ❏ The author establishes her credibility by …
- ❏ The author reminds her audience of their long-standing relationship when she writes …
- ❏ The author offers a number of concessions, including _____, suggesting to readers she has thoroughly considered the matter.
- ❏ The speaker's repeated use of "we," "us," and "our" suggests to listeners that she is on their side.
- ❏ The author's use of a [formal/informal] style, as exemplified by ____, helps to establish her credibility with an audience expecting exactly that.
- ❏ The author's affiliative use of _____ gives readers a feeling of familiarity and respect.
- ❏ The author's (device) contributes to his/her ethos by _____.

I really want to say "pathos," but I know I can't, so instead I might say…

- ❏ The author causes the audience to feel _____ by…
- ❏ The author reminds the audience of _____ experiences by…
- ❏ The author inspires a sense of _____ by…
- ❏ Writing "_____" is a sneaky way to manipulate the audience into feeling …
- ❏ The author knows stoking the readers' anger will push them into action, and does so by …
- ❏ The speaker's repetition of ____ builds a feeling of ____ within her listeners.
- ❏ The use of _____ imagery lends the text a sense of _____.
- ❏ The authors loaded words, such as ____ and ____, are designed to give readers a feeling of …
- ❏ The author's allusion to _____ creates a feeling of ____, as that is likely the reader's memory of the original experience.
- ❏ The author's (device) contributes to the emotional weight of the piece by _____.

I really want to say "logos," but I know I can't, so instead I might say…

- ❏ The author demonstrates the sensical nature of _____ by offering data which serves to....
- ❏ The author notes the fallacy in _____ 's argument by clarifying that....
- ❏ The author notes the various benefits/advantages of _____ by …
- ❏ The author notes the various disadvantages of _____ by ...
- ❏ The author provides various examples which serve to....
- ❏ The author uses a clever analogy when she compares …
- ❏ The author uses evidence that will appeal to her audience, citing _____ as a way to acknowledge what the audience already knows about _____.
- ❏ The author's [syllogistic/inductive/deductive] reasoning in this section should leave readers confident in her conclusion that _____.