• Audience thinks the author knows what they are writing about
2. Good moral Character
  • Audience needs to believe the author is a good person
3. Good Will
  • Having the audiences best interest in mind
    o Get your audience to agree with you, and have good knowledge
      ▪ Terminology
      ▪ Can use quotes
• Pathos – Appeal to Emotion
  o Most effective
    ▪ People tend to ignore logic if it will make them feel better
  o Need to know:
    ▪ What frame of mind they’re in
    ▪ What frame of mind they need to be in
    ▪ And what to say to get them to where they need to be
      • If you don’t know how to say what you need to you may be in trouble
  o Can appeal to high emotions or low emotions
  o If we use too little pathos our audience doesn’t care about the topic
  o If we use too much they may start rooting for the opposition
  o Save pathos until the end
  o Need to be careful with pathos, a lot can go wrong
    • Stories are the best to use, because people connect with it
    • Use simple language to convey feelings
• Attitude
  o The way the author writes or how they feel about the subject
• Reception
  o The way the audience perceives the text
• Tone
  o Much like attitude, this is how the writer comes across