

- 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
- Get your audience to agree with you, and have good knowledge
 - Terminology
 - Can use quotes
- Pathos – Appeal to Emotion
 - Most effective
 - People tend to ignore logic if it will make them feel better
 - 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
 - Can appeal to high emotions or low emotions
 - If we use too little pathos our audience doesn't care about the topic
 - If we use too much they may start rooting for the opposition
 - Save pathos until the end
 - 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
 - The way the author writes or how they feel about the subject
- Reception
 - The way the audience perceives the text
- Tone
 - Much like attitude, this is how the writer comes across