# Pathos, Ethos, Logos, Kairos: A Quick Unpacking of Rhetorical Appeals

### Pathos = Emotion

Evoking a sense of pathos is to entice the audience’s emotions like a lion kindly talking to children. (Oh, how sweet.)

### Ethos = Credibility

Eliciting ethos is to fascinate the audience with some sort of credibility in the deliverer like a junior wizard with a scar from an undefeatable enemy. (He’s got to be special.)

### Logos = Logic

Inducing logos is to intrigue the audience with logical ideas or reasoning, like taking rhetorical terms and connecting them with a process explanation. (Hey! That’s me.)

### Kairos = Time + Place

Prompting kairos is to draw the audience in by using each of the others (pathos, ethos, logos) in a specific time and place like a teacher reading love notes passed by students in front of the whole class. (Whoa! That’s just mean.)