





The rhetorician (the writer making the argument) uses two methods to make their argument. The first method, discussed in-depth below, are the appeals of ethos, logos, and pathos. The second method is inartistic proofs, which include facts, surveys, polls, data, statistics, etc.

Ethos uses the writer's credibility or expertise to make an argument. Here the writer may be a credible source or may incorporate credible sources to support the writer's argument.



right-wing stranglehold on mass media through analyzing who actually controls America's dominant sources of news information. Herman achieves this by using his scholarly expertise (ethos) in the political economy of American media to demonstrate facts and statistics (logos) convincing his reader that American news outlets rarely present informati u