

Rhetorical Appeals Checklist

Ethos (Credibility)

- ☐ Author credibility – Mention the creator’s qualifications and experience to establish authority.
- ☐ Trustworthy sources – Include data, studies, or expert quotes to support claims.
- ☐ Professional tone and language – Use language that matches the expectations of the learners.
- ☐ Design consistency – Ensure visuals, structure, and layout are consistent throughout.
- ☐ Accuracy of information – Provide up-to-date and factual information.
- ☐ Balanced perspective – Present multiple viewpoints or acknowledge counterarguments.
- ☐ Clear and transparent language – Avoid jargon and make information accessible.
- ☐ Use of evidence and data – Support statements with evidence, statistics, or examples.
- ☐ Respectful acknowledgment of learner – Recognize learners’ knowledge and experiences.

Pathos (Emotional Appeal)

- ☐ Emotional appeal – Use language that evokes emotions like empathy, excitement, or urgency.
- ☐ Relatable scenarios – Include examples and stories that reflect learners’ real-life challenges.
- ☐ Visual imagery – Utilize images, videos, and graphics to evoke emotional responses.
- ☐ Tone and voice – Align the tone with the emotional message (motivating, compassionate, etc.).
- ☐ Personal stories – Share personal or learner stories that resonate with the audience.
- ☐ Inclusive language – Use language that makes learners feel seen and included.
- ☐ Positive reinforcement – Use encouraging language to boost confidence and motivation.
- ☐ Sensory descriptions – Incorporate sensory details to paint a vivid emotional picture.
- ☐ Empathy for learner struggles – Acknowledge and validate the challenges learners face.

Logos (Logical Appeal)

- ☐ Logical structure – Present content in a clear, organized sequence with logical flow.
- ☐ Data and statistics – Use numbers and statistics to support key points and validate claims.
- ☐ Step-by-step explanations – Break down processes into clear, easy-to-follow steps.
- ☐ Evidence-based content – Use research and evidence to support arguments and claims.
- ☐ Comparisons and contrasts – Highlight similarities and differences to enhance understanding.
- ☐ Facts and figures – Incorporate factual information to support your message.
- ☐ Problem-solution format – Present a problem and logically lead to a solution.
- ☐ Cause and effect – Demonstrate how one event leads to another to establish logical connections.

Kairos (Timeliness and Context)

- ☐ Timing of content – Present information at the right moment for maximum impact.
- ☐ Contextual relevance – Align content with current events, trends, or learner needs.
- ☐ Urgency and immediacy – Create a sense of urgency to encourage immediate engagement.

- ☐ Cultural relevance – Tailor content to fit the cultural context of the learners.
- ☐ Adaptive learning paths – Provide content that adapts based on learner progress or responses.
- ☐ Seasonal or timely references – Use references to seasons, holidays, or significant dates.
- ☐ Situational awareness – Be aware of and responsive to the learner's environment or industry changes.
- ☐ Current examples and case studies – Use recent examples that reflect the current landscape.
- ☐ Targeting key moments – Strategically place content where it is most needed or valued.

Created by **Hadiya Nuriddin**, MA, MEd



Duets Learning's mission is to support organizations through customized learning solutions that drive performance improvement, transformation, and sustainable growth. Focusing on meeting client objectives, driving innovation, and encouraging creativity, we deliver learning strategies and experiences that support organizations, teams, and individuals in achieving their highest potential, inspiring continuous improvement in every learning journey.

Services: Learning strategy | Learning design | Elearning Design and Development | Quality Management | Workshops

Duets Learning - <https://www.duetslearning.com>

Duets Education - <https://www.duetseducation.com>