

Revision Strategies for Argumentation Essays

With your own draft, spend time reading it closely and answering the following questions.

***Ethos*, or Establishing Your Credibility/Authority**

- Put a star beside the places where you show your knowledge about the issue (i.e., where you speak in a confident voice, where you give evidence for your claims, etc.). Where might you need to offer more information for the reader? Where might the reader doubt your credibility?
- Mark the places where you show “fairness” to other views, respecting opposing views and/or conceding to counterarguments. If you don’t find many, or any, consider the effect on your readers: Will they trust you? Will they feel you have considered their possible views? Consider how you might show more respect and fairness to others’ views.
- Mark the places where you build a bridge to your audience. Where do you ground your arguments in shared values and assumptions of your readers? This quality of *ethos* is clearly connected to *pathos* and *logos*, so you’ll need to look at this issue again.

***Pathos*, or Appealing to Beliefs and Emotions**

- Look for places where you have considered your readers’ questions, beliefs, assumptions, and attitudes toward your subject. Where do you need to ground your argument more in the values and beliefs which you and your audience share?
- Consider how well you use concrete language, images, and details to create positive feelings (or negative feelings, if that is what you believe the audience needs to feel).
- Consider how well you use specific examples and illustrations that aren’t simply dry facts and statistics, but “real” examples that have emotional power and significance.
- Consider how well you use narrative to evoke certain feelings about the subject—if you want your readers to sympathize with one group of people in your argument, how might you accomplish that in narrative?
- Look closely at the metaphors, words, and analogies you use—do they have the connotations you desire, those that reinforce your argument and evoke emotions that are consistent with your argument? □

***Logos*, or Organizing Your Argument Logically**

- Consider your organization: How effective is it? You have many structures from which to choose: □ unknown to known and vice versa, general to specific; problem to solution; cause to effect or effect to cause