Kenneth Koko English 110

Mother Tongue Rhetorical Strategies and Appeals

- Anecdotes/personal experiences
- Providing imagery and vivid examples
- Ethos: author establishes that they are not of a certain profession
- Pathos: humorous tone at some points
- Ethos: Morally and ethically likable
- Ethos: Professional format
- Pathos: Testimonies about emotional examples