Aristotle introduced the Rhetorical Triangle in his work Rhetoric. The Rhetorical Triangle consists of three appeals, or means of persuasion.

- **Ethos** refers to the character of the speaker. Can the audience trust the speaker? Does the speaker have good character, good sense and good will towards the audience?

- **Pathos** refers to the appeal to the emotions and imagination. It is the speaker’s ability to connect with an audience.

- **Logos** refers to the logic and reasoning of the argument.

Ideally, the appeals are balanced in a speech. One appeal may be used more heavily, depending on the purpose of the speech and the intended audience.