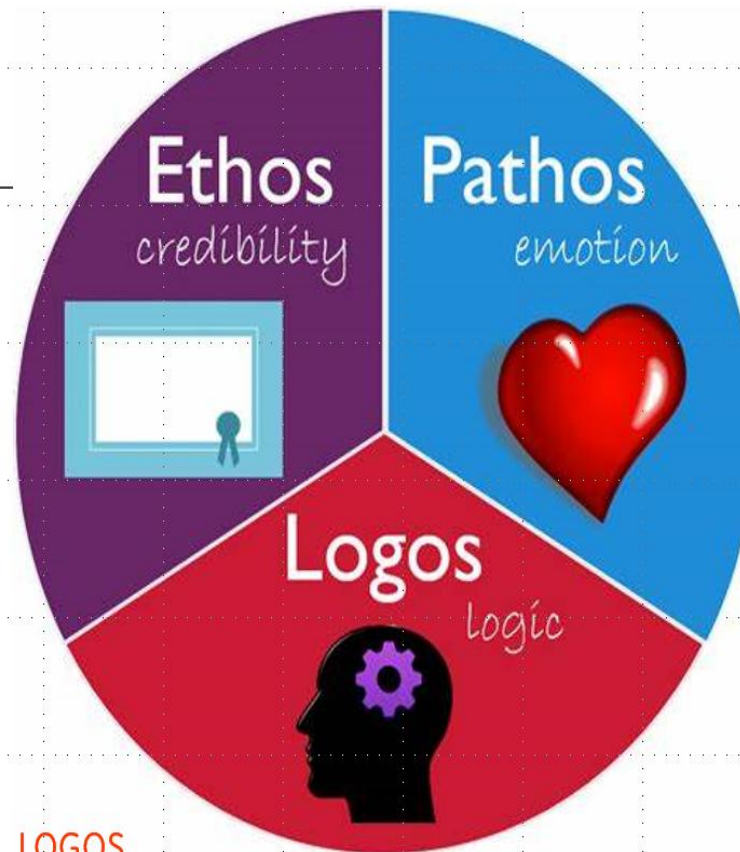


Aristotle's Rhetorical Triangle

Aristotle's Rhetorical Triangle, which is shown on this page and the next, provides us with clarity around the importance of what we say, what we write, what we do, and how we think and interact — being credible and constructive from the perspectives of *Ethos* – credibility, *Pathos* – emotion, and *Logos* – logic. Our school's Governance Flower is drawn from the published leadership literature and is grounded in Aristotle's triangle. As our school reviews, plans, designs, creates, enacts and innovates, we reflect upon how the models we develop and the strategies we enact can be evaluated against these key principles. Examples include our curriculum development work, our adoption of neuroscience principles for teaching and relationships, and broadening of the multi-element plan to encompass all aspects of our teaching and learning, and our enactment of Positive Behaviour Support. We are sure everyone will benefit from incorporating Aristotle's ethos, logos and pathos into our work. [ARISTOTLE'S RHETORICAL TRIANGLE - Google Search](#)

ETHOS

Virtues, Reputation,
Awards, Authority,
Testimonials,
Expert opinion, Appearance,
Credibility, Trust



PATHOS

Emotions, Imagination,
Humour, Stories, Beliefs,
Values, Personal experiences,
Basic human needs

LOGOS

Information, Evidence, Amounts, Data, Facts and
figures, Charts, Graphs, Comparisons, Logic,
Consistency, Statistics, Problem + product = fix

ARISTOTLE'S RHETORICAL TRIANGLE

