

Ethos, Pathos, and Logos in Public Relations Writing: A Literary-Rhetorical Framework

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ABSTRACT

This study addresses the scarcity of literary-analytical attention dedicated to public relations writing by examining organisational literature as a form of persuasive discourse. It establishes a comprehensive literary-rhetorical framework based on the classical appeals of ethos, pathos, and logos to demonstrate how these elements function linguistically and narratively to shape credibility, emotional engagement, and logical reasoning within institutional communication. Employing qualitative textual analysis that bridges classical rhetoric, literary studies, and public relations scholarship, the research analyses specific PR documents, such as news releases and public statements, treating them as strategic, manufactured narratives designed to influence public opinion. The findings indicate that the efficacy of PR writing relies on a precise balance of ethical authority, emotional resonance, and logical argumentation. Furthermore, the analysis shows that these persuasive strategies mirror techniques typically found in literary texts, suggesting that organisational documents function as highly sophisticated narrative constructions. By fusing rhetorical analysis with PR theory, this study offers an advanced conceptual framework that deepens critical understanding of professional communication and argues that PR education can be enriched by adopting literary-rhetorical methodologies to foster ethical consciousness and audience-centred strategies. Ultimately, this research presents a novel interdisciplinary approach that connects the humanities with communication studies, highlights the enduring relevance of classical rhetoric in modern professional practice, and provides a new analytical lens for evaluating the persuasive power of organisational discourse.

Keywords: Rhetoric, Public Relations Writing, Ethos, Pathos, Logos

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1. INTRODUCTION

In fields such as communication studies, literary criticism, politics, and public discourse, rhetoric has long been recognised as a fundamental framework for understanding persuasive communication. Theoretical approaches to how texts build credibility, arouse emotion, and construct logical arguments have been shaped by classical rhetoric, especially through the Aristotelian appeals of Ethos, Pathos, and Logos (Connors, 1979; Wróbel, 2015). Rhetorical theory remains relevant for assessing contemporary discourse, as shown by its adaptability across historical eras, media platforms, and institutional contexts (Brock et al., 1989; Gottweis, 2017).

Rhetoric serves as a crucial instrument for close textual analysis in literary studies, allowing researchers to examine persuasive intent, tone, audience positioning, and narrative voice. Literary analysis and rhetorical criticism focus on how texts are written to shape interpretation and meaning, often going beyond aesthetic considerations to include ideological and ethical dimensions (Brock et al., 1989; Heacock, 2010). This rhetorical viewpoint highlights the interpretive importance of examining texts as persuasive creations rather than impartial information providers.

Public relations writing is intrinsically compelling and plays a crucial role in modern institutional communication. Press releases, corporate narratives, speeches, and strategic campaigns are examples of PR texts intended to manage an organisation's reputation, influence public opinion, and

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cultivate connections with stakeholders (Smith, 2003; Treadwell & Treadwell, 2005). In line with rhetorical traditions that emphasise persuasion, credibility, and audience participation, scholars have highlighted the importance of symbolic communication and ethical positioning in public relations (Mackey, 2013; Marsh, 2003).

The use of ethos, pathos, and logos in professional and public discourse—including political speeches, legal argumentation, marketing communication, social media, and educational contexts—has been the subject of increasing research (Bade, 2009; Higgins & Walker, 2012; Oeppen Hill, 2020; Saaty, 2020; Zhiyong, 2016). In public relations research, scholars have examined rhetorical appeals in campaigns, ethics, crisis communication, and image reconstruction, emphasising the persuasive power of logical reasoning, ethical authority, and emotional framing (Cătău-Vereş, 2020; Ofori, 2019; Vaxevanidou, 2016). However, much of this work focuses on strategic outcomes or functional efficacy and pays little attention to a close literary-rhetorical analysis of PR texts as constructed narratives.

The integration of literary analysis techniques and classical rhetorical theory in the systematic study of public relations literature has received little attention. Few scholars have conceptualised PR writing through a unified literary-rhetorical framework that treats institutional texts as narratively and linguistically crafted artefacts comparable to literary discourse, despite the fact that rhetorical appeals are widely acknowledged (Heacock, 2010; Karagevrekis, 2012). This gap hampers a deeper comprehension of how persuasion functions at the textual level in professional communication.

By using a literary-rhetorical framework based on Ethos, Pathos, and Logos to examine public relations writing as persuasive speech, this study fills this gap. This study aims to (1) place public relations writing in the context of classical rhetorical and literary traditions, (2) investigate the linguistic and narrative functions of Ethos, Pathos, and Logos in PR texts, and (3) provide an interdisciplinary analytical framework that enhances rhetorical studies and public relations scholarship. This study makes theoretical, analytical, and instructional contributions to understanding persuasive professional writing by linking humanities and communication studies.

2. METHODOLOGY

This study investigates the use of traditional rhetorical appeals—Ethos, Pathos, and Logos—in public relations writing and associated domains of persuasive discourse using a qualitative narrative review technique. Because this study is review-based, it did not involve empirical data collection or human subjects. Rather, it creates an integrative literary-rhetorical framework by synthesising previous research in rhetoric, public relations, literary studies, and communication studies. Interdisciplinary research that aims to conceptually organise various theoretical viewpoints and identify research gaps within an increasing body of literature is a good fit for narrative review methodology (Brock et al., 1989; Heacock, 2010).

2.1 Review Design

Rather than using a chronological or author-centred approach, this review uses a conceptual, theme-based methodology. Theoretical contributions to rhetoric, persuasive discourse, and public relations writing were the basis for the examination of studies, focusing on works that addressed Ethos, Pathos, and Logos as analytical constructions. Classical rhetorical theory was integrated with modern communication and literary studies using interpretive synthesis and rhetorical critique as guiding principles (Connors, 1979; Gottweis, 2017; Wróbel, 2015).

2.2 Data Sources and Selection Criteria

This study's corpus includes peer-reviewed journal articles, academic books, book chapters, doctoral dissertations, and conference proceedings on rhetorical appeals, public relations writing, and persuasive communication. The sources were selected based on at least one of the following criteria: (1) theoretical engagement with Ethos, Pathos, and Logos; (2) application of rhetorical analysis to professional, institutional, or public relations discourse; and (3) integration of literary or narrative perspectives in the analysis of persuasive texts. To guarantee conceptual depth and interdisciplinary coverage, important contributions from discourse analysis, rhetorical theory, and public relations ethics were prioritised (Cătău-Vereş, 2020; Mackey, 2013; Marsh, 2003; Ofori, 2019).

2.3 Analytical Procedure

Thematic synthesis was used to analyse the selected literature. First, studies were grouped by academic orientation (rhetoric, public relations, literary studies, or applied communication) and by their principal focus on Ethos, Pathos, or Logos. Second, within and across these categories, we found

recurrent ideas, analytical strategies, and methodological inclinations. The operationalisation of rhetorical appeals in public relations situations, such as ethical positioning, emotional framing, narrative building, and logical reasoning, has received special attention (Bade, 2009; Higgins & Walker, 2012; Oeppen Hill, 2020). Through this procedure, prevalent patterns, theoretical convergences, and underrepresented areas in the existing scholarship can be identified.

2.4 Synthesis and Framework Development

Integrative synthesis was the final phase of the review process, combining knowledge from the examined literature into a logical literary-rhetorical framework for public relations writing analysis. The paradigm conceptualises PR messages as persuasive narratives shaped by ethical authority, emotional engagement, and rational structure, drawing on literary analysis and classical rhetoric. Through multidisciplinary integration, this synthesis expands on previous rhetorical and public relations research (Karagevrekis, 2012; Smith, 2003; Treadwell & Treadwell, 2005).

3. RESULTS

3.1 Classical Rhetoric and Aristotle's Persuasive Appeals

Classical rhetoric provides one of the oldest and most enduring theoretical foundations of persuasive communication. Aristotle's Rhetoric, which defined persuasion as a function of ethical credibility, emotional appeal, and logical reasoning, established rhetoric as a systematic discipline rooted in ancient Greece. According to Aristotle, ethos, Pathos, and Logos are the three basic modes of persuasion, and the rational structure of arguments, the audience's emotional state, and the speaker's character must all be strategically integrated for discourse to be effective (Connors, 1979; Wróbel, 2015).

The term "ethos" describes the speaker's or writer's perceived authority, morality, and reliability. It includes trustworthiness, institutional legitimacy, and ethical posture, which influence how listeners assess the dependability of messages. Using stories, imagery, and symbolic language, pathos engages the audience's values, beliefs, and affective reactions. Logos, by contrast, emphasises logical order, evidence, factual support, and clear arguments. It focuses on rational appeal. Together, these appeals function as interdependent tactics that shape persuasive efficacy rather than separate components (Bade, 2009; Connors, 1979).

Despite its historical roots, classical rhetoric remains relevant in modern debates. In contexts such as political communication, legal argumentation, marketing, public policy, and institutional messaging, scholars have shown that Aristotelian appeals still shape persuasive tactics (Gottweis, 2017; Oeppen Hill, 2020; Zhiyong, 2016). Recent rhetorical studies have further highlighted the adaptation of Ethos, Pathos, and Logos to contemporary media contexts, underscoring their analytical significance for analysing both traditional and digital forms of communication (Bade, 2009; Wróbel, 2015). This ongoing significance highlights the potential of classical rhetoric as a conceptual framework for examining public relations writing in modern culture.

3.2 Rhetoric in Literary Studies

Rhetoric has historically served as a key analytical framework in literary studies for analysing how writing influences, persuades, and creates meaning. To highlight the persuasive elements in literary texts, literary scholars use rhetorical analysis to examine narrative voice, audience positioning, tone, and stylistic decisions. Rhetorical criticism emphasises the deliberate use of language to influence interpretation, arouse feelings, and establish authorial authority, rather than viewing literature as merely artistic (Brock et al., 1989; Heacock, 2010).

In literary analysis, rhetorical techniques focus on how linguistic devices and narrative structures influence reader engagement and interpretation. While tone and stylistic diversity support emotional resonance and ethical positioning, the narrative voice establishes the viewpoint and believability. Because texts are written for implied readers whose expectations, values, and beliefs shape persuasive outcomes, audience awareness is essential to rhetorical decision-making. These components demonstrate the transportable character of literary-rhetorical tools by closely resembling the communicative techniques used in institutional and professional writings (Gruber-Miller, 2006; Karagevrekis, 2012).

Interpretive frameworks that connect textual analysis and persuasion theory have been developed at the nexus of rhetoric and literary criticism. Scholars have broadened the application of rhetorical critique to non-literary genres such as public communication, advertising, and political discourse by fusing

rhetorical ideas with literary techniques. This multidisciplinary convergence supports treating public relations writing as a created narrative that uses rhetorical techniques similar to those found in literary works (Heacock, 2010; Mackey, 2013). Rhetorical literary analysis offers a theoretical framework for analysing public relations writing as persuasive discourse influenced by narrative, ethical, and emotional factors rather than merely as functional communication.

4. Public Relations Writing as Persuasive Discourse

4.1 Nature and Functions of Public Relations Writing

Public relations writing is an essential part of organisational communication as it is the main means by which organisations interact with the public, communicate values, and create social meaning. Press releases, public comments, speeches, corporate narratives, campaign materials, and digital content are just a few textual formats that fall under the broad category of PR writing. These texts aim to shape attitudes, perceptions, and interactions between organisations and their stakeholders, in addition to conveying information (Smith, 2003; Treadwell & Treadwell, 2005).

Persuasion is at the heart of public relations (PR) writing. PR discourse, unlike journalistic or technical writing, seeks to manage reputation, build positive corporate identities, and preserve enduring connections based on credibility and trust. According to Marsh (2003) and Ofori (2019), persuasion in public relations draws on intellectual reasoning, emotional appeal, and ethical stance, all of which relate closely to classical rhetorical concepts. As institutional credibility is essential for maintaining public trust, academics have stressed that good PR writing strikes a balance between strategic goals and ethical responsibility (Mackey, 2013; Marsh, 2003).

Public relations writing serves as a symbolic action that responds to public scrutiny and social expectations in modern communication contexts. PR texts must carefully craft messages that balance conflicting narratives and ideals, as they often address crises, social responsibility, and identity reconstruction. To address audience concerns and bolster legitimacy in complicated communicative contexts, PR writing depends on rhetorical adaptation, according to research on image reconstruction and public diplomacy (Cătău-Vereş, 2020; Vaxevanidou, 2016).

4.2 PR Writing and Literary Techniques

Public relations writing increasingly uses literary and narrative methods to increase audience engagement and persuasiveness. Narrative framing, metaphors, and storytelling often humanise organisational messaging, contextualise information, and elicit emotional reactions. By embedding messages in identifiable narratives that connect with audience experiences and beliefs, these strategies help PR texts move beyond abstract claims (Cătău-Vereş, 2019; Smith, 2003).

Style and tone strongly shape how audiences perceive and understand PR communications. Decisions regarding diction, sentence style, and rhetorical emphasis affect how real and credible an institution is perceived, as well as how its voice is constructed. As PR writers craft communications to speak to certain audiences and communicative contexts, audience awareness influences their style choices. Literary techniques used to create narrative voice and reader involvement mirror stylistic and tonal considerations (Gruber-Miller, 2006; Karagevrekis, 2012).

From a literary-rhetorical perspective, PR writing can be viewed as manufactured narratives that use persuasive techniques akin to those found in literary speech. Organisations are positioned as protagonists in larger societal narratives through institutional storytelling, identity formation, and value framing. Public relations writing aligns with literary and rhetorical traditions that emphasise creating meaning through language, structure, and symbolism, thanks to this narrative orientation (Heacock, 2010; Mackey, 2013). A theoretical basis for using literary-rhetorical analysis in professional communication comes from viewing PR writing as a form of narrative persuasion.

5. Analytical Framework: Ethos, Pathos, and Logos in Public Relations Writing

Through the interconnected appeals of Ethos, Pathos, and Logos, classical rhetorical theory offers a methodical foundation for comprehending persuasion in public relations writing. These appeals serve as analytical categories that demonstrate how institutional texts provide logical reasons, evoke feelings, and build credibility. Persuasion in public relations discourse rarely relies on a single appeal; instead, effective communication depends on the deliberate fusion of logical coherence, emotional resonance,

and ethical authority. Therefore, Ethos, Pathos, and Logos provide a thorough framework for analyzing PR writing as narrative and persuasive discourse (Bade, 2009; Wróbel, 2015).

5.1 Ethos in Public Relations Writing

As credibility and trust are essential to successful institutional communication, ethos plays a fundamental role in public relations writing. In PR, ethos encompasses the organisation's voice, institutional authority, and perceived ethical integrity, in addition to the individual writer or spokesperson. To establish themselves as reliable and respectable actors in the public domain, public relations texts often create ethos through allusions to knowledge, openness, social responsibility, and alignment with common values (Marsh, 2003; Ofori, 2019).

Corporate identity and reputation management are closely tied to ethical representation. As audiences become more conscious of authenticity, accountability, and moral credibility, academics have stressed that public relations writing must strike a balance between ethical duty and persuasive intent. Unethical behaviour or inconsistent institutional messages can harm long-term stakeholder relationships (Mackey, 2013; Marsh, 2003). The results show that ethos serves as both a normative guideline that directs professional activity and a rhetorical device in PR writing.

Linguistically, ethos is created through discursive and stylistic decisions that communicate assurance, dependability, and professionalism. These include carefully defining institutional responsibilities, using language that is both authoritative and approachable, and strategically citing facts, professional judgment, or historical continuity. These linguistic techniques are consistent with rhetorical traditions that see ethos as an outcome of discourse rather than an inherent characteristic of the speaker (Bade, 2009; Connors, 1979). Thus, ethos appears in public relations writing as a textual and narrative achievement.

5.2 Pathos in Public Relations Writing

In public relations writing, pathos—the emotional component of persuasion—is essential for building audience engagement and loyalty. To match corporate messaging with audience values and emotional expectations, PR texts frequently aim to evoke empathy, certainty, pride, or concern. Emotional appeal is especially important in situations such as crisis communication, image reconstruction, and branding, where audiences' emotive reactions influence perception and trust (Cătău-Vereş, 2020; Vaxevanidou, 2016).

Pathos functions in PR discourse through storytelling, imagery, and value-based language. Organisations humanise their communication and increase emotional engagement by weaving messaging into stories of accountability, resilience, and common purpose. These narrative methods reinforce the value of literary analysis in public relations writing, mirroring literary approaches used to guide reader response and interpretation (Cătău-Vereş, 2019; Heacock, 2010).

Additionally, emotional framing serves as a tactical instrument for reputation management and branding. According to research, effective emotional appeals in institutional communication depend on cultural resonance and ethical sensitivity because manipulative or excessive emotional methods may elicit resistance or scepticism (Higgins & Walker, 2012; Oeppen Hill, 2020). To maintain credibility and logical consistency, PR writing must balance pathos and emphasise its relationship with ethos and logos.

5.3 Logos in Public Relations Writing

In public relations writing, logos refers to rational appeal and emphasises factual evidence, logical reasoning, and well-organised arguments. PR texts often use data, statistics, expert testimony, and causal explanations to support organisational decisions and bolster the credibility of their messages. Logical coherence is especially crucial in public scrutiny, policy debates, and crisis situations, where audiences demand transparency and reasoned explanations (Gottweis, 2017; Higgins & Walker, 2012).

Classical rhetorical patterns, such as problem-solution frameworks, cause-and-effect reasoning, and comparative evaluation, frequently reflect the argument structure of PR messaging. Even on difficult or contentious topics, these structures allow organisations to convey compelling stories that seem reasonable and impartial to their audiences. According to academics, logos in institutional discourse

works best when combined with emotional resonance and ethical positioning rather than presented as technical information (Bade, 2009; Connors, 1979).

Effective public relations writing balances narrative components and logical persuasion. When logical arguments are integrated into cohesive narratives that contextualise the evidence and match audience concerns, they become more compelling. This integration reinforces the value of a cohesive analytical framework for analysing PR discourse, mirroring the larger rhetorical concept that logos functions most powerfully in combination with ethos and pathos (Gottweis, 2017; Wróbel, 2015).

6. Literary–Rhetorical Analysis of Selected Public Relations Texts

This section uses exemplary public relations texts commonly discussed in the literature, including news releases, public comments, crisis responses, and strategic communication campaigns, to demonstrate the applicability of the suggested literary–rhetorical framework. In keeping with the goals of a narrative review, these texts were handled as illustrative cases rather than systematically sampled datasets. Such PR texts serve as persuasive artefacts intended to influence public opinion using rhetorical and narrative techniques, as previous research has shown (Mackey, 2013; Smith, 2003; Treadwell & Treadwell, 2005).

6.1 Application of the Ethos–Pathos–Logos Framework

According to the reviewed literature, ethos, pathos, and logos are frequently used in public relations writing to create persuasive effects. Institutional voice, ethical stance, and allusions to knowledge and social duty contribute to the construction of ethos. By emphasising accountability, openness, and alignment with public values, press releases and official statements often highlight organisational credibility, strengthening legitimacy and trust (Marsh, 2003; Ofori, 2019). The literary devices employed to build narrative authority and dependability are mirrored in ethical self-presentation.

Pathos uses emotional framing and storytelling techniques to link organisational narratives to the audience's experiences and ideals. PR materials commonly use emotionally charged language, metaphors, and symbolic images to generate empathy, reassurance, or a shared goal, according to studies on image reconstruction and branding (Cătău-Vereş, 2020; Vaxevanidou, 2016). These tactics resemble literary storytelling techniques, where persuasive impact is strengthened, and interpretation is guided by emotional engagement (Heacock, 2010).

Logos is expressed through logical reasoning, factual proof, and logical debate. PR communications often use data, cause-and-effect explanations, and problem-solution narratives to support corporate decisions. This logical organisation increases the message's credibility, especially in public accountability or crisis communication (Gottweis, 2017; Higgins & Walker, 2012). According to Connors (1979) and Bade (2009), logical arguments are most persuasive when incorporated into cohesive narratives rather than presented as discrete facts.

6.2 Comparison with Literary Narrative Strategies

From a literary-rhetorical standpoint, PR writing's use of voice, storyline, and thematic emphasis is strikingly comparable to literary storytelling. Organizations are frequently portrayed as heroes who overcome obstacles, settle disputes, or pursue moral objectives, and audiences are subtly encouraged to relate to these narratives. Such narrative framing is similar to literary storytelling strategies that depend on audience alignment, moral postures and character development (Gruber-Miller, 2006; Karagevrekis, 2012).

The idea that public relations writings can be effectively examined using literary-rhetorical techniques is supported by the convergence of PR writing and literary discourse. Scholars can find deeper levels of meaning, persuasion, and ideological positioning in professional communication using rhetorical critique, which is typically linked to literary studies (Brock et al., 1989; Heacock, 2010).

6.3 Persuasive Effectiveness and Interpretive Insights

Together, the analyzed research indicates that a balanced integration of Ethos, Pathos, and Logos is necessary for persuasive success in public relations writing. Overreliance on emotional appeal may damage credibility, while overemphasis on logic may reduce audience engagement. To create compelling narratives that match institutional objectives with public expectations, effective PR discourse strategically combines ethical authority, emotional resonance and logical coherence (Oeppen Hill, 2020; Wróbel, 2015).

This section illustrates the explanatory potential of the proposed literary–rhetorical framework by drawing on rhetorical theory, literary analysis, and public relations research. The analysis supports the idea that PR writing is a type of narrative persuasion influenced by literary devices and classical rhetorical principles rather than only instrumental communication.

7. DISCUSSION

This review analyses public relations literature using a literary-rhetorical framework based on the traditional appeals of pathos, ethos, and logos. The main goals were to evaluate the usefulness of literary-rhetorical analysis for furthering public relations studies and to show how these rhetorical modes function as integrated persuasive strategies in PR discourse. By demonstrating that public relations writing consistently depends on ethical credibility, emotional engagement, and logical reasoning, functioning more like literary and rhetorical texts than just informational communication, the review's findings directly address these goals.

The examined literature demonstrates that PR discourse closely adheres to Aristotelian principles of persuasion, especially in its use of structured argumentation, institutional ethos, and emotional framing (Connors, 1979; Wróbel, 2015). Research on institutional legitimacy and public relations ethics highlights the importance of organisational communication, emphasising that moral authority and credibility are fundamental to successful PR practices (Marsh, 2003; Ofori, 2019). These findings support the claim that classical rhetoric remains conceptually useful for understanding modern PR writing.

The analysis shows that these appeals are carefully incorporated into PR storylines rather than used separately. Logical reasoning offers clarity and rationale; emotional appeals increase audience identification and involvement; and ethical postures maintain trust (Bade, 2009; Higgins & Walker, 2012). Rhetorical theory, which emphasises the interconnectedness of persuasive techniques rather than their separate application, is consistent with this integrated use of rhetorical appeals.

The results show that literary techniques that are frequently disregarded in functionally oriented research, such as close reading, narrative analysis, and attention to voice and tone, offer insightful perspectives on PR discourse. According to Heacock (2010) and Mackey (2013), PR writing can be examined as crafted narrative persuasion rather than merely a strategic message.

7.1 Interpretation of Findings

This review's key conclusion is the importance of ethos in public relations writing. Several studies show that persuasive efficacy requires institutional credibility, especially in crisis communication, image reconstruction, and public responsibility (Cătău-Vereş, 2020; Vaxevanidou, 2016). This result may reflect the moral standards set for modern corporations, where public trust is greatly affected by openness and moral alignment.

The prevalence of pathos in PR discourse further highlights the narrative and affective aspects of persuasion. Value-based language, storytelling, and emotional framing are often cited as strategies for shaping audience perceptions and building relationships (Cătău-Vereş, 2019; Oeppen Hill, 2020). From a literary-rhetorical standpoint, these tactics resemble those used in literary narratives to direct reader reactions, supporting the claim that emotional appeal is a crucial persuasive force in both literary and institutional texts.

Even if logos is necessary, it works best when included in cohesive stories rather than being presented as objective facts. Research on rational appeals in reporting, policy discourse, and institutional communication shows that when logical reasoning is combined with ethical positioning and emotional resonance, it becomes more convincing (Gottweis, 2017; Higgins & Walker, 2012). This result emphasizes the rhetorical premise that a balanced integration of all three appeals maximizes persuasion.

The results of this review generally align with earlier studies that used Aristotelian rhetoric in public and professional conversations. Ethos, Pathos, and Logos continue to be important analytical categories, according to studies in political communication, marketing, legal contexts, and social media analysis (Berlanga et al., 2013; Saaty, 2020; Zhiyong, 2016). Previous public relations research has recognised the importance of rhetorical appeals, especially in ethical discourse and reputation management (Marsh, 2003; Ofori, 2019).

However, by emphasising literary-rhetorical analysis as a methodical approach to analysing PR texts, this review expands on prior studies. Fewer studies have examined PR writing as narratively created discourse similar to literary texts, despite the fact that previous research has frequently focused on results, effectiveness, or audience response (Heacock, 2010; Karagevrekis, 2012). By combining literary interpretative techniques with rhetorical theory, the proposed framework fills this gap and offers a more text-centred approach to analysis.

In theory, this study advances public relations research by highlighting rhetoric as a fundamental framework for understanding persuasive communication. The article questions solely administrative or utilitarian theories of public relations and highlights discourse, ethics, and narrative as crucial analytical issues by situating PR writing within the classical rhetorical and literary traditions (Mackey, 2013; Smith, 2003).

Practically, the results imply that PR professionals can improve persuasive efficacy by deliberately balancing logical clarity, emotional involvement, and ethical legitimacy. Understanding rhetorical and narrative techniques can enhance message design, especially in delicate situations, such as image reconstruction and crisis communication (Cătău-Vereş, 2020; Vaxevanidou, 2016).

The literary-rhetorical paradigm has significant pedagogical implications for teaching rhetorical analysis and public relations writing. Students' critical reading and writing abilities, ethical consciousness, and audience sensitivity can all be enhanced by using literary techniques in PR instruction (Gruber-Miller, 2006; Treadwell & Treadwell, 2005). Similarly, integrating PR texts into literary and rhetorical curricula shows how classical rhetoric is still relevant today and broadens the application of textual analysis beyond conventional literary genres.

8. CONCLUSION

By redefining public relations writing as a type of persuasive speech that is both rhetorically structured and narratively created, this study contributes to the knowledge of this genre. The study shows that Ethos, Pathos, and Logos are dynamic, interdependent mechanisms that shape credibility, emotional engagement, and rational coherence in institutional communication, rather than being abstract rhetorical categories, through an extensive review of interdisciplinary scholarship. This study offers a theoretically grounded rationale for analysing PR texts as significant cultural and communicative artefacts by situating public relations writing within literary analysis and classical rhetorical theory.

The main contribution of this study is the development of a literary rhetorical framework that connects the humanities and public relations theory. Prior research has recognised the persuasiveness of PR discourse but has frequently focused on its managerial efficacy or strategic results. By emphasising textual structure, narrative techniques, and ethical positioning as key analytical issues, this review advances current understanding. This illustrates how literary-rhetorical analysis uncovers levels of ideological framing, persuasion, and meaning that are not adequately captured by solely instrumental or functional approaches.

Practically speaking, the framework provides a conceptual tool for public relations professionals who want to create communication that is logical, emotionally impactful and believable. More morally sound and audience-focused writing techniques can be supported by understanding how rhetorical appeals function at the textual level, especially in crisis communication, reputation management, and public responsibility. This study emphasises the educational benefits of incorporating literary and rhetorical analysis into public relations curricula, promoting advanced writing proficiency, ethical awareness, and critical thinking.

This study provides several opportunities for future research. To evaluate the analytical robustness of the suggested paradigm, future research should empirically apply it to specific PR genres, digital platforms, or cross-cultural situations. Comparative studies examining practitioner viewpoints and audience reactions could shed more light on how rhetorical devices work in real-world situations. Furthermore, multidisciplinary research that integrates quantitative or mixed-methods approaches with literary-rhetorical analysis may enhance the framework's explanatory capacity. Taken

together, these approaches demonstrate the ongoing applicability of classical rhetoric and validate the importance of multidisciplinary research in advancing the field of public relations writing.

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