**Ethos, pathos and logos** each have a different meaning:

1. **Ethos** is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.
2. **Pathos** is an appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.
3. **Logos** is an appeal to logic, and is a way of persuading an audience by reason.

**Forms of appeal** – appelformer:

**ethos**: [i:#cs] troværdighed, moralsk grundhold-ning

**logos**: [lcgcs] fornuft

**pathos**: [pei#cs] følelser