

Ethos, Logos, and Pathos

Aristotle identified three proofs or principles of persuasion in the 14th century B.C. These three proofs are ethos, logos and pathos.

Ethos – This is an appeal to the speaker's credibility, derived from the ethical characteristics of the speaker including competence, honesty, goodwill, and charisma.

Logos – This is an appeal to sound logic and reasoning, derived from a well-structured and developed argument. Aristotle thought this proof was the most important.

Pathos – This is an appeal to the emotional experience of the audience, derived from a passionate performance from the speaker.

Activity

Directions: Visit TED.org and view Dr. Jane Chen's speech, "A Warm Embrace." The video is sponsored by TED (<http://www.ted.org>), "a nonprofit organization devoted to spreading ideas, usually in the form of short powerful talks (ted.org)." Watch Dr. Chen's speech and respond to the following questions:

1. How does Dr. Jane Chen establish **ethos**? (Be specific. Note her credentials, statements, presence, and demeanor.)

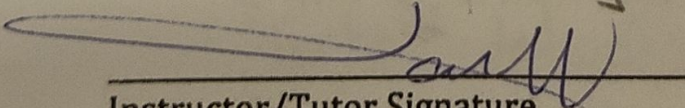
Her explanation of why premature babies are so weak and how her invention works make her seem educated, and her delivery was very professional.

2. How does she establish **logos**?

Her explanation of how her invention will have a positive impact worldwide was backed by logic and reasoning.

3. How does she establish **pathos**?

At the start of her speech, she asks the audience to visualize how weak and feeble a premature baby is. Her story of Sevitha also helps establish pathos.


Instructor/Tutor Signature

7/11/24 2:27
Date/Time

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