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# Ethos, Logos, and Pathos

English 12B  
April 10, 2017

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# Rhetorical Appeals



- Ethos, logos, and pathos are **modes of persuasion** that help an author convince their audience to believe the claim
- Sometimes all three are used together, other times they're used on their own or just with one other appeal
- Most importantly, analyzing which appeals are being used can help us understand **which appeals are most successful in which contexts**

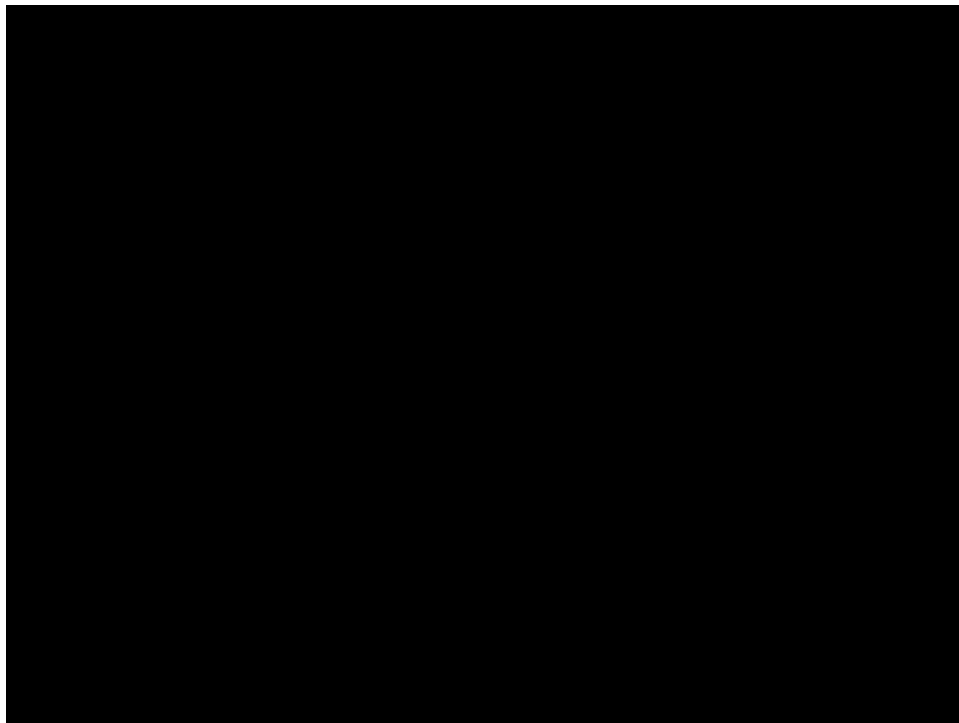
# Ethos

Ethos is an appeal to **credibility** or **character**

- The author may show that they have many degrees or have studied their subject extensively to prove to you that they're a reliable person
  - This person knows their stuff, so I should believe them!
- Testimonies from famous people can also serve as ethos
  - If my favorite actor/athlete/musician uses this product, I should too!



# Grey Poupon



# Logos

Logos is an appeal to **logic**

- Using facts and statistics to support your claim is a good way to prove that something is true
  - However, be wary of “facts” that are empty. If a product says it’s “better,” it must say what it is better than in order to have meaning.
- Logical reasoning, like we saw in a lot of the essays we read last unit, is another way to appeal to an audience’s logic



# Elm Grove Police Department



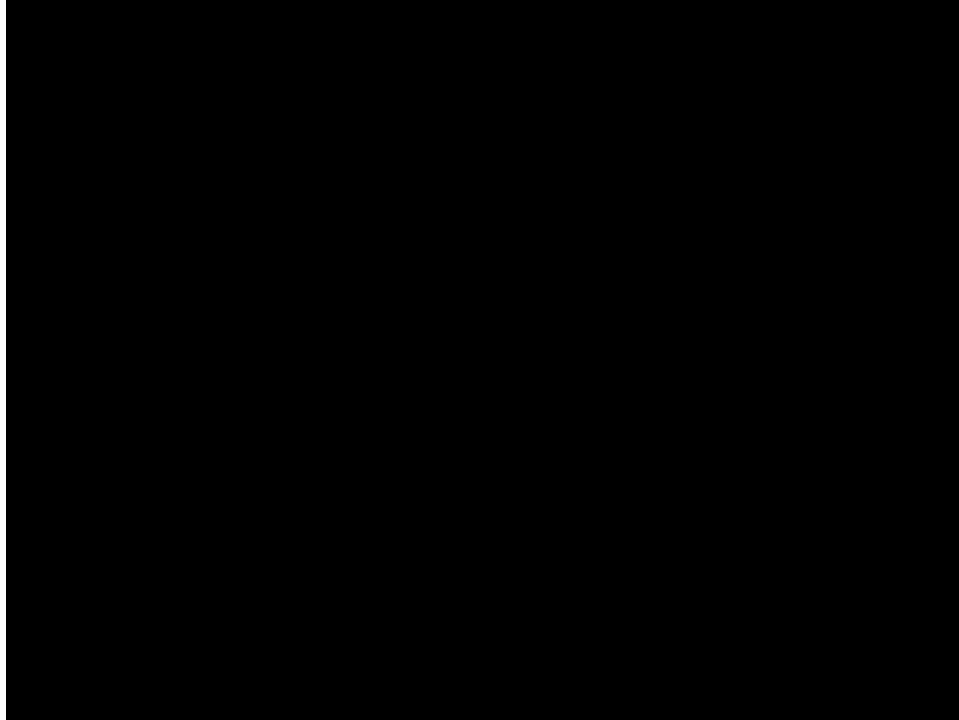
# Pathos

Pathos is an appeal to **emotion**

- An argument that makes you **feel something** can be very convincing!
  - This essay that provided detailed descriptions of experiences that people had with neglected children made me sad, so now I believe this is an issue we should address!
- Language choice can play a big role in determining how a reader feels while reading/watching an argument
  - It may be positive or negative, which can both make for strong persuasions



# Coca Cola





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that's where we found the

inspiration for **smartwater**.

vapor-distilled purity,

just like the clouds.

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