Ethos: Former U.S. president John F. Kennedy pushed space exploration under the condition that “its opportunity for peaceful cooperation may never come again”.

Pathos: Imagine that you encounter a problem blocking your way ahead, and you feel that you can never solve the problem on your own. Then you have a choice on the atmosphere between cooperation and competition. Which one do you prefer?

Logos: Statistics show that among all Nobel-Prize-winning scientific research, those done by cooperation take a proportion of more than 2/3.