

Ethos, Pathos and Logos

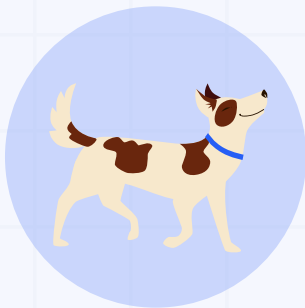
Ethos, pathos and logos are methods of persuasion known as appeals. They are commonly used by advertisers, politicians, writers and everyday people to present more convincing arguments.

Ethos

An appeal to ethics that relies on expertise, credibility or forms of pedigree

As a dentist, I see this problem a lot and always recommend toothpaste for sensitive teeth.

He's been a leading paleontologist for over 20 years, so he knows his way around some dinosaur fossils.



Pathos

An appeal to the audience's emotions

We would be so much happier if we adopted this sweet puppy.

If you don't come for Thanksgiving, your grandmother would be heartbroken.

Logos

An appeal to logic that often depends on facts, figures and rationale

Studies show that people who eat chocolate are 72% happier than people who don't, so we should eat chocolate for every meal.

You should do your homework to learn the lesson and boost your grades.

