

ETHOS, PATHOS, and LOGOS

Ethos, logos and pathos are methods of persuasion. They are also referred to as appeals and are used by speakers and writers to convince their audiences.

ETHOS

Ethos is an appeal to ethics - it depends on credibility and expertise as persuasive techniques.

As a dentist I see this problem a lot, I recommend using a sensitive toothpaste.



He knows his dinosaur fossils; he has been a leading paleontology researcher for 20 years.

PATHOS

Pathos is an appeal using emotion - it creates an emotional response to convince the audience.

If we don't adopt the puppy, he may never find a home!



If you decide not to come for Thanksgiving, it would break your grandmother's heart.

LOGOS

Logos is an appeal to logic - it depends on logic and facts to persuade the audience.

People who eat chocolate are 72% happier than those who don't, so we should eat chocolate every day.



If you do not turn in your homework, your grades will suffer.