

Name: _____ Period: _____ Date: _____ Due: _____

Ethos, Pathos, and Logos

ethos (credibility) or ethical appeal – convincing by the **character** of the author. We tend to believe people whom we respect. One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect.

pathos (emotional) – persuading by appealing to the reader's emotions. We can look at texts ranging from classic essays to contemporary advertisements to see how pathos, emotional appeals, are used to persuade. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument.

logos (logical) – persuading by the use of reasoning. This is the most important technique and Aristotle's favorite. We'll look at deductive and inductive reasoning, and discuss what makes an effective, persuasive reason to back up your claims. Giving reasons is the heart of argumentation and cannot be emphasized enough. We'll study the types of support you can use to substantiate your thesis, and look at some of the common logical fallacies in order to avoid them in your writing.

Directions: Read each scenario below and write down what method of persuasion a person is using: **ethos**, **pathos**, and **logos**.

- _____ – When an SPCA (Society for the Prevention of Cruelty to Animals) commercial airs, Sarah McLahlan's music is used to underscore close-up shots of animals shaking in cages. The footage is usually edited with slow motion.
- _____ – At Back to School Night, Mr. Smith usually opens by telling parents that he has taught for over eight years, has a Master of Arts in English from George Mason University, and a Master of Arts in Teaching from James Madison University.
- _____ – To support the assertions in their character analysis essays, students have to use direct quotes and analyze how the evidence supports the arguments.
- _____ – News shows usually interview speakers who are experts in their fields to comment on a current economic or political issue.
- _____ – At a MADD (Mothers against Drunk Driving) conference, the speakers provide statistics of how much drinking and driving is still a safety issue.
- _____ – To discourage his students from drinking and driving, Mr. Smith tells his students about how he was hit by a drunk driver and how it impacted his family's life.
- _____ – The SGA explains with a series of points as to why it should have a school dance.
- _____ – The school invites a Holocaust survivor to come and speak to the freshmen class after it reads Elie Wiesel's *Night*. The survivor shares his insights into his experiences at Auschwitz and dismisses Holocaust deniers.
- _____ – Students use literary devices and specific, stylistic choices that the artist chose to support their assertion about what the artist's intentions are with a work.