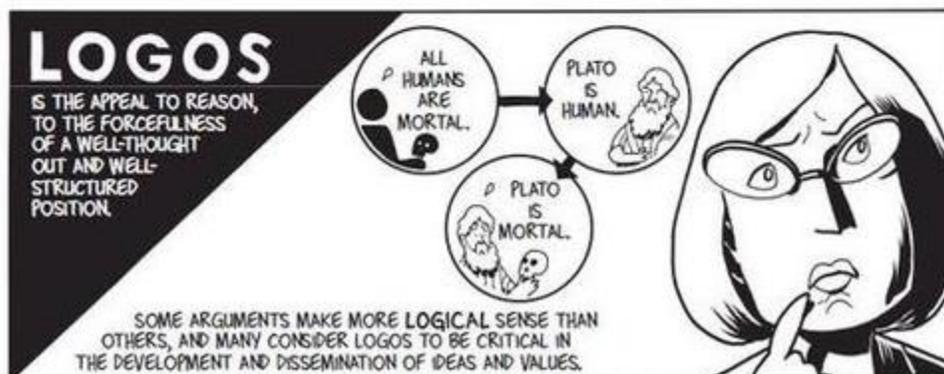
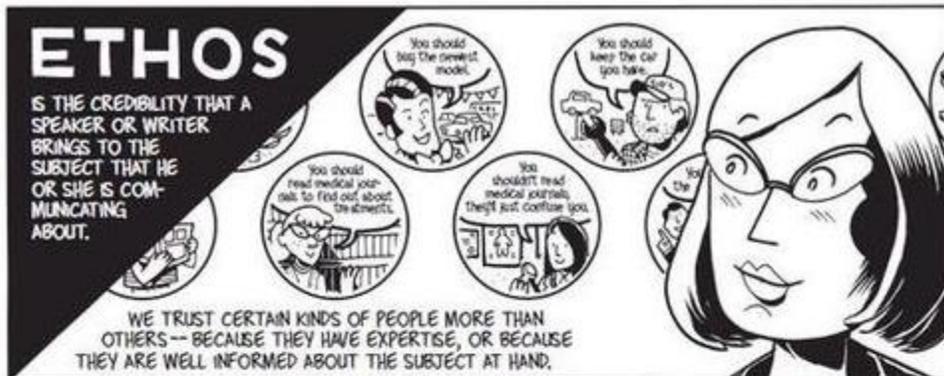


# Aristotelian Appeals: Logos, Ethos, and Pathos

There are three types of rhetorical strategies, as categorized by the famous Classical Greek philosopher Aristotle. He believed that speakers needed to use three elements to compose a convincing argument.

- **logos** (rational appeal): Appeal to the audience's logical reasoning ability. Examples of logos include facts, statistics and anecdotes.
- **ethos** (ethical appeal): Appeal to the credibility and authority of a speaker. Using ethos, a writer can convey trustworthiness through tone and style as well as by establishing her credentials in a field. An author's reputation can also influence pathos.
- **pathos** (emotional appeal): Appeal to an audience's heart and emotions. An author or speaker using pathos seeks to persuade someone emotionally using personal connections, stories or testimonials, and maybe spirituality. Pathos can aim to evoke hopes and fears and often employs figurative language.

**Turn and Talk:** Think of something you tried to persuade a parent or friend to do. Maybe you wanted to borrow money or buy a new phone. What kinds of arguments did you use to try to persuade this person? Did you use statistics and logic? Did you try to present yourself as responsible? Did you attempt to make the person feel bad in order to persuade him or her? Which appeals worked best? Turn and talk to a partner about your experience.



# How to Use Logos, Ethos, and Pathos

For any argument, you must ask yourself, “Is this persuasive? If so, why? And to whom?” There are many ways to appeal to an audience. Among them are appealing to *logos*, *ethos*, and *pathos*. These appeals are identifiable in almost all arguments.

<b>To Appeal to LOGOS (logic, reasoning)</b>	<b>To Develop or Appeal to ETHOS (character, ethics)</b>	<b>To Appeal to PATHOS (emotion)</b>
: the argument itself; the reasoning the speaker uses; logical evidence	: how a speaker builds credibility & trustworthiness	: words or passages a speaker uses to activate emotions
<b>Types of LOGOS Appeals</b>	<b>Ways to Develop ETHOS</b>	<b>Types of PATHOS Appeals</b>
<ul style="list-style-type: none"> <li>• Theories / scientific facts</li> <li>• Indicated meanings or reasons (because...)</li> <li>• Literal or historical analogies</li> <li>• Definitions</li> <li>• Factual data &amp; statistics</li> <li>• Quotations</li> <li>• Citations from experts &amp; authorities</li> <li>• Informed opinions</li> <li>• Examples (real life examples)</li> <li>• Personal anecdotes</li> </ul>	<ul style="list-style-type: none"> <li>• Author’s profession / background</li> <li>• Author’s publication</li> <li>• Appearing sincere, fair minded, knowledgeable</li> <li>• Conceding to opposition where appropriate</li> <li>• Morally / ethically likeable</li> <li>• Appropriate language for audience and subject</li> <li>• Appropriate vocabulary</li> <li>• Correct grammar</li> <li>• Professional format</li> </ul>	<ul style="list-style-type: none"> <li>• Emotionally loaded language</li> <li>• Vivid descriptions</li> <li>• Emotional examples</li> <li>• Anecdotes, testimonies, or narratives about emotional experiences or events</li> <li>• Figurative language</li> <li>• Emotional tone (humor, sarcasm, disappointment, excitement, etc.)</li> </ul>
<b>Effect on Audience</b>	<b>Effect on Audience</b>	<b>Effect on Audience</b>
Evokes a cognitive, rational response. Audience get a sense of, “Oh, that makes sense” or “Hmm, that really doesn’t prove anything.”	Helps audience to see the author as reliable, trustworthy, competent, and credible. The audience might respect the speaker or his/her views.	Evokes an emotional response. Persuasion by emotion. (usually evoking fear, sympathy, empathy, anger,)
<b>How to Talk About It</b>	<b>How to Talk About It</b>	<b>How to Talk About It</b>
<p>The speaker appeals to logos by defining relevant terms and then supports his claim with numerous citations from authorities.</p> <p>The speaker’s use of statistics and expert testimony are very convincing logos appeals.</p>	<p>Through his use of scientific terminology, the speaker builds his ethos by demonstrating expertise.</p> <p>The author’s ethos is effectively developed as readers see that he is sympathetic to the struggles minorities face.</p>	<p>When referencing 9/11, the speaker is appealing to pathos. Here, he is eliciting both sadness and anger from his audience.</p> <p>The speaker’s description of the child with cancer was a very persuasive appeal to pathos.</p>