

# Ethos, Logos, Pathos



Rhetorical Strategies

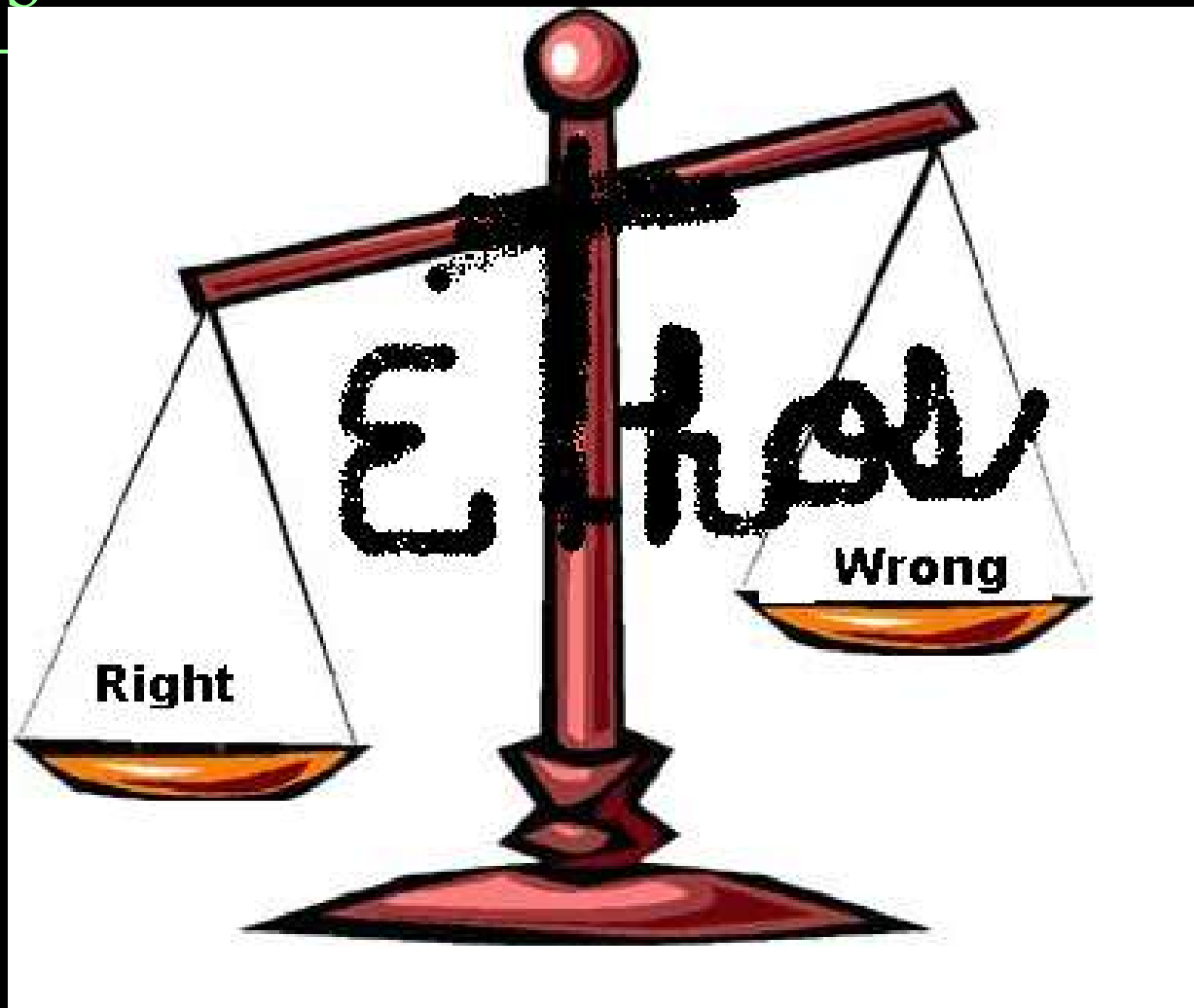
# Is this persuasive?

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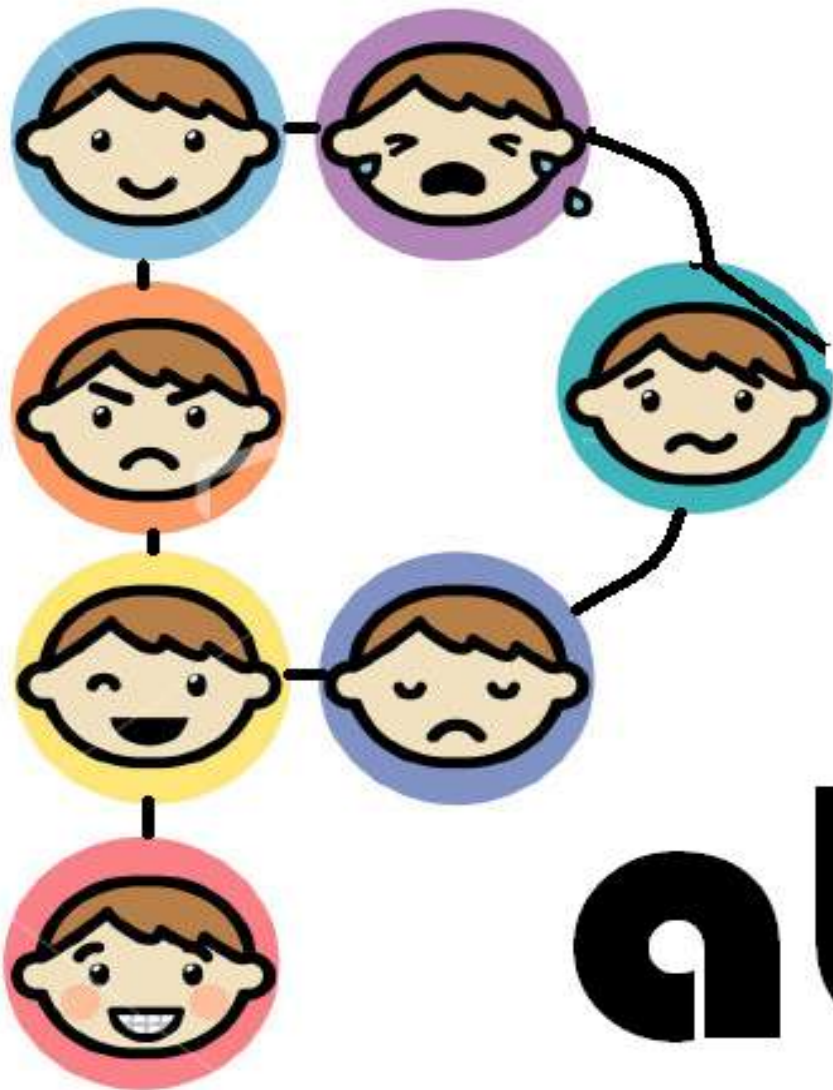
- ❑ Whenever you read an argument you must ask yourself, "Is this persuasive? And if so, to whom?"
- ❑ There are several ways to appeal to an audience. Among them are appealing to logos, ethos and pathos. These appeals are prevalent in almost all arguments.

# Ethos

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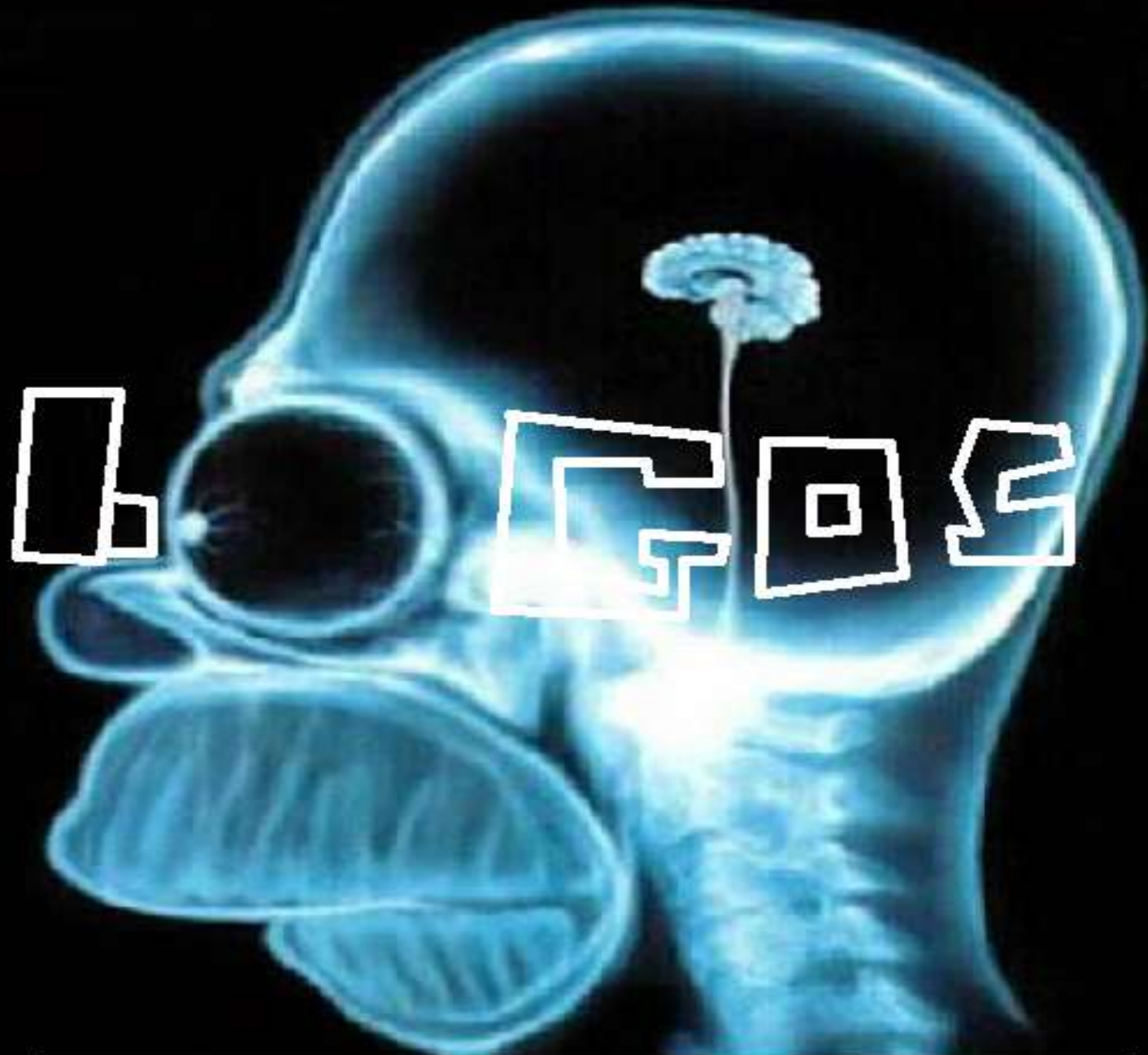


Pathos



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**is what goes on in the brain**

# Definitions

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- ❑ Ethos –is an appeal based on ethics, which deals with right and wrong. **Ethos** deals with convincing the reader that the author is trustworthy and honest.
- ❑ Pathos - appeal based on emotion
- ❑ Logos - appeal based on logic or reason

# Ethos... How?

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How can you convince the reader that you are trustworthy?

## 1. Don't over exaggerate the truth!

- The wind blew the door open.

OR

- The hurricane winds blew the door off the hinges.

## 2. Show the reader that you have considered the other point of view.

-Big Red is the best gum ever?

\*Have you ever tried Juicy Fruit?

-No

\*Then how do you know?

# Ethos – show author's reliability

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- ❑ Language appropriate to audience and subject
- ❑ Restrained, sincere, fair-minded presentation
- ❑ Appropriate level of vocabulary
- ❑ Correct grammar



# Pathos... How?

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- ❑ Language choice affects the audience's emotional response.
- ❑ Use personal stories, or if you don't have any, use someone else's.

# Pathos – to appeal to emotion

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- ❑ Vivid, concrete language
- ❑ Emotionally loaded language
- ❑ Connotative meanings
- ❑ Emotional examples
- ❑ Vivid descriptions
- ❑ Narratives of emotional events
- ❑ Emotional tone
- ❑ Figurative language

# Logos... How?

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- ❑ The best way to use reason in your paper is to have strong support for your point of view.
- ❑ Then back up your reasons with facts, expert opinions, statistics, examples, and/or anecdotes (short true stories).

# Logos – to appeal to logic

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- ❑ Theoretical, abstract language
- ❑ Denotative meanings/reasons
- ❑ Literal and historical analogies
- ❑ Definitions
- ❑ Factual data and statistics
- ❑ Quotations
- ❑ Citations from experts and authorities
- ❑ Informed opinions

Remember...

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Good persuasive writing  
contains **all three** appeals

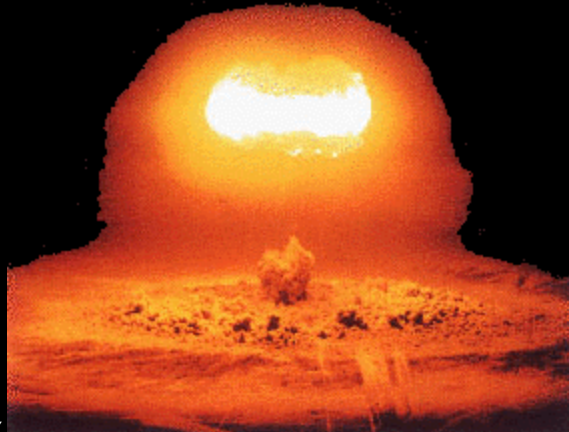
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See if you can tell which appeal  
each of these sites is using...

## ACME's new dihydro-cesium detonation process

By combining cesium and dihydro-oxide in laboratory conditions, and capturing the released energy, ACME has promised to lead the way into the future. Our energy source is clean, safe, and powerful. No pollutants are released into the atmosphere. The world will soon have an excellent source of clean energy.

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*A typical example of energy released from the dihydro-cesium process.*

ACME is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power. ACME batteries will be refitted with small dihydro-cesium reactors. Once the entire world is powered by ACME's generators, we can all relax and enjoy a much easier life.

Please examine more [detailed information](#) about our Cesium research.

- **Acme Gizmotronics**, the company that you've trusted for over 100 years, has recently entered the World Wide Web! Now you can purchase our fine products through the internet. Our quality gizmos, widgets, and thingamabobs can be shipped to you within minutes. All come with the famous lifetime guarantee that makes Acme the company that the world depends on for its gizmo needs.

Our spokesperson, Mr. Coyote says *"I'm not really a coyote, but I play one on tv. I've used Acme products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills are the best around. And don't forget their high-powered dynamite! I buy everything from Acme. They are the company that I trust the most."*



**ACME** is currently supporting research into a form of clean, ultra-efficient, cesium-based power that promises to usher in a new period of cheap, globally available power. Based on a small island off the coast of Costa Rica, [ACME Technology Research](#) is one of our most significant divisions.

Interested in learning more about [ACME](#)? We thought you might be.



## Cesium-Based Reactor Kills!

A baby turtle breaks free from the leathery shell of its egg, catching its first glimpse of its first sunrise. It pauses a moment to rest, unaware of the danger that lies so close to it. As the tide comes in, approaching the nest, it also approaches a small pile of metal - cesium. The water draws closer and closer, the turtle unsuspecting of the danger. Finally, the water touches the cesium. The nest is torn to bits in the resulting explosion, destroying even more of an endangered species.

Why does this happen? One name: **Acme.**

Acme Gizmotronics is supporting a dihydro-cesium reactor, trying, in their anthropocentrism, to squeeze energy out of such destructive explosions. And, they are dumping waste cesium onto the shores of their island, threatening the environment. Studies have shown that the dihydro-cesium reactor will destroy the island's ecosphere in less than **four months!**

How can they get away with this?

Costa Rica (where the island is near) has lax environmental laws, allowing Acme to do whatever they want - including destroy endangered species.

What can you do about this?

**Don't let them get away with it! Boycott Acme products! And call your representatives, and tell them you support stricter legislation to prevent things like this!**

[Other environmental concerns](#) that can be seen on the Web.

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Now, try to use each of the persuasive appeals. Write 3 arguments based on the scenario described...

# Argument #1

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- ❑ **Scenario:** You arrive home one hour after your curfew and your parent or guardian has decided that you should be grounded for a week as punishment.
- ❑ **Argument 1:** Appeal to your parent or guardian by showing that you are trustworthy and that you care deeply about the situation and its effect on them. You should use "I."

# Argument #2

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- ❑ **Scenario:** You arrive home one hour after your curfew and your parent or guardian has decided that you should be grounded for a week as punishment.
- ❑ **Argument 2:** Appeal to your parent or guardian by telling a story with lots of details in order to create pity for yourself and your situation. You can use “I,” though you may refer to other people as well.

# Argument #3

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- ❑ **Scenario:** You arrive home one hour after your curfew and your parent or guardian has decided that you should be grounded for a week as punishment.
- ❑ **Argument 3:** Appeal to your parent or guardian by giving statistics and commonly held beliefs. Refer to experts and facts that can be supported and explained. You should not use "I."