

# Rhetoric = The Art of Persuasion

The history of rhetoric and the concepts of ethos, pathos and logos began in Greece.



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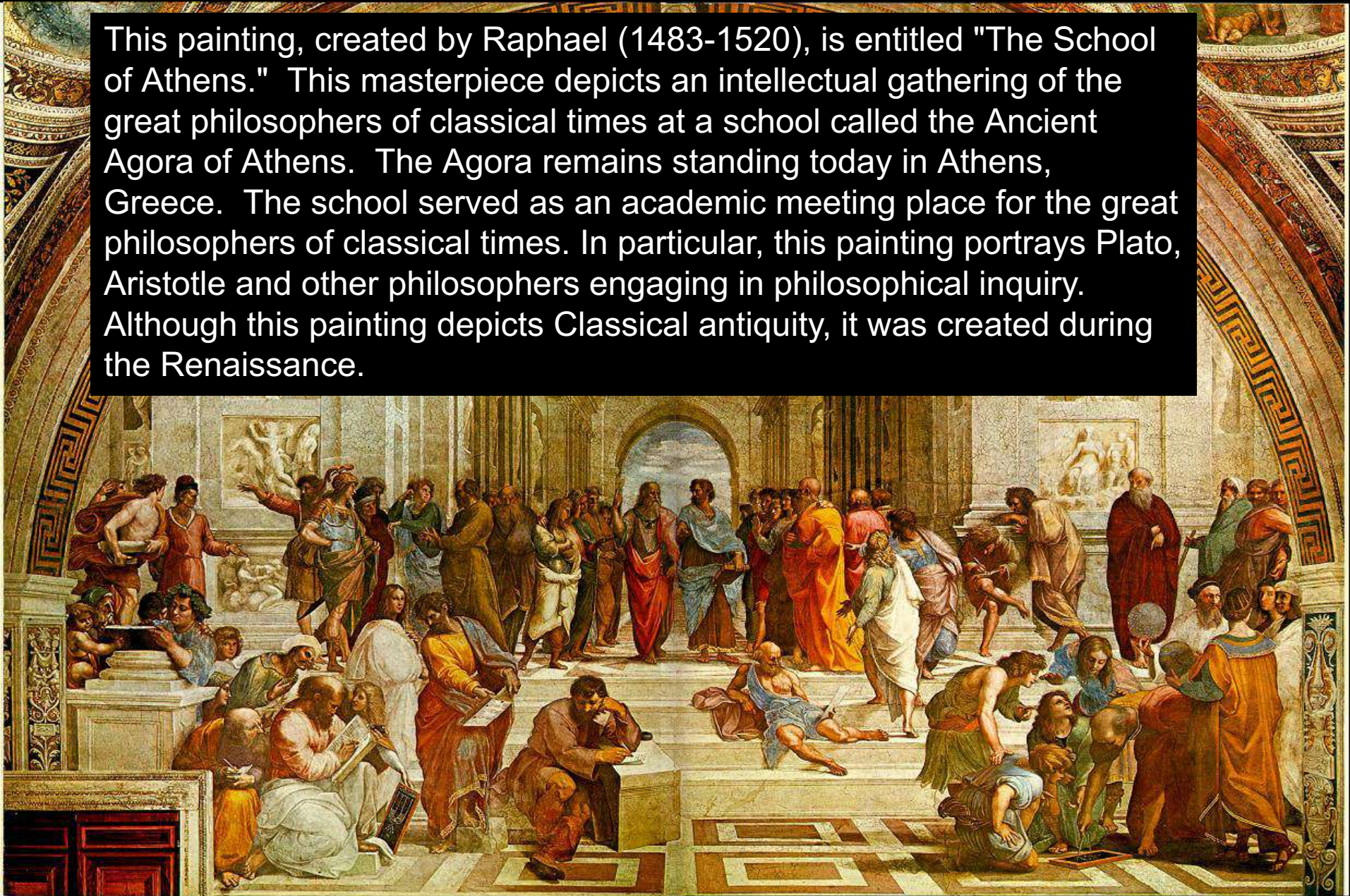
What is a  
philosopher?

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# Philosophers Love Learning!

This painting, created by Raphael (1483-1520), is entitled "The School of Athens." This masterpiece depicts an intellectual gathering of the great philosophers of classical times at a school called the Ancient Agora of Athens. The Agora remains standing today in Athens, Greece. The school served as an academic meeting place for the great philosophers of classical times. In particular, this painting portrays Plato, Aristotle and other philosophers engaging in philosophical inquiry. Although this painting depicts Classical antiquity, it was created during the Renaissance.





# Who was Aristotle?



Aristotle was a famous Greek philosopher who studied the art of persuasion.



Plato, another famous Greek philosopher, was his teacher.



Aristotle taught Alexander the Great how to properly argue and perform a public speech.

# Ethos, Logos and Pathos

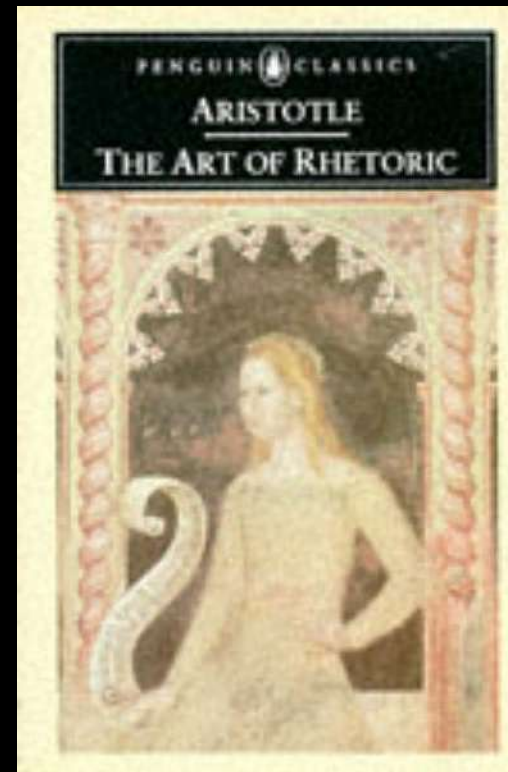
In approximately 300 B.C.E. Aristotle, who was a famous Greek philosopher, wrote a book entitled, “The Art of Rhetoric.” In his book, Aristotle identified the three methods of persuasion. He called them ethos, pathos and logos.

Aristotle



The Man

Plato



The Book

# What is rhetoric?

Rhetoric is the art of persuasion.

The goal of persuasion is to change others' point of view or to move others to take action.



**As you hear or read an argument you should ask yourself:**

- 1. Is the argument persuasive?**
- 2. To whom is the argument persuasive?**

**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.**



**This painting by Jacques –Louis David is called, “The Death of Socrates.”**

# Ethos, Pathos and Logos

1. Ethos = an ethical or moral argument

2. Pathos = an emotional argument

3. Logos = a logical argument



# Ethos, Pathos, Logos

Using logos, ethos, and pathos will help you to master the art of persuasion.

- Through language, you will be able to change the point of view of others!
- Through language, you will be able to motivate others to take action!

# Ethos

Ethos is an argument based on character.

Using ethos means the writer or speaker appeals to the audience's sense of ethical behavior. The writer or speaker presents him or herself to the audience as credible, trustworthy, honest and ethical.

“I am an ethical expert, so believe what I say.”

# Ethos = an appeal to ethics

For example, professional football players have **established their credibility in sports by playing in the NFL.**

If LT tells us that VIZIO is the best plasma television for watching the game, we believe that he knows what he is talking about.







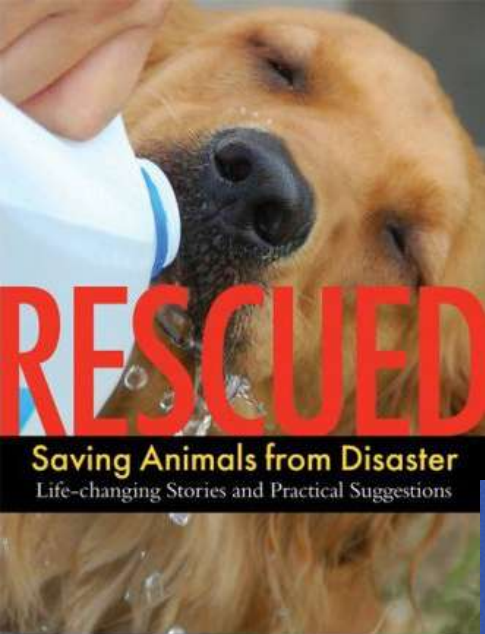
# Pathos

Pathos = argument based on feelings

Using pathos means appealing to readers' emotions and feelings.

# Pathos

- **Pathos:** Pathos is related to the words pathetic, sympathy and empathy.
- Whenever you accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim, you are acting on pathos.
- Those who wish to persuade you will play with your emotions. They may persuade you with fear, love, patriotism, guilt, hate or joy.
- Although the use of pathos can be manipulative, it is the cornerstone of moving people to action and it will continue to be used again and again.
- Appeals to pathos touch a nerve and compel people to not only listen, but to also take the next step and act in the world.



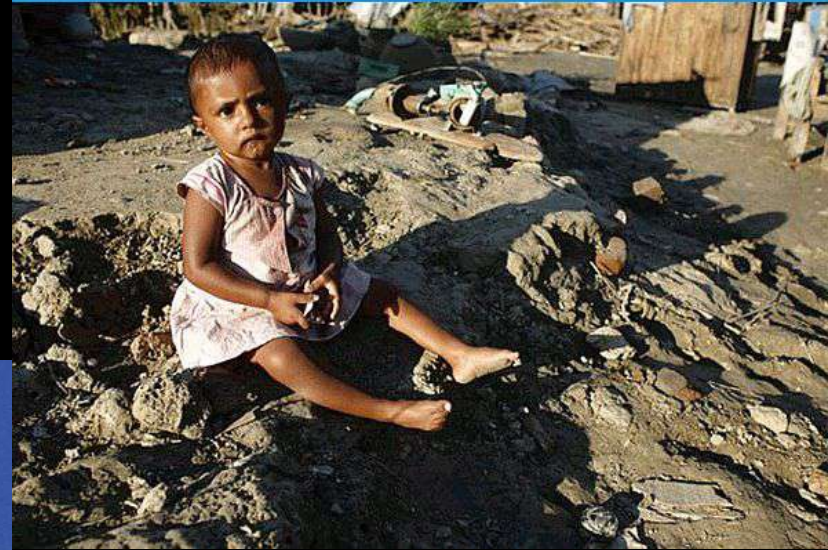
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# Logos

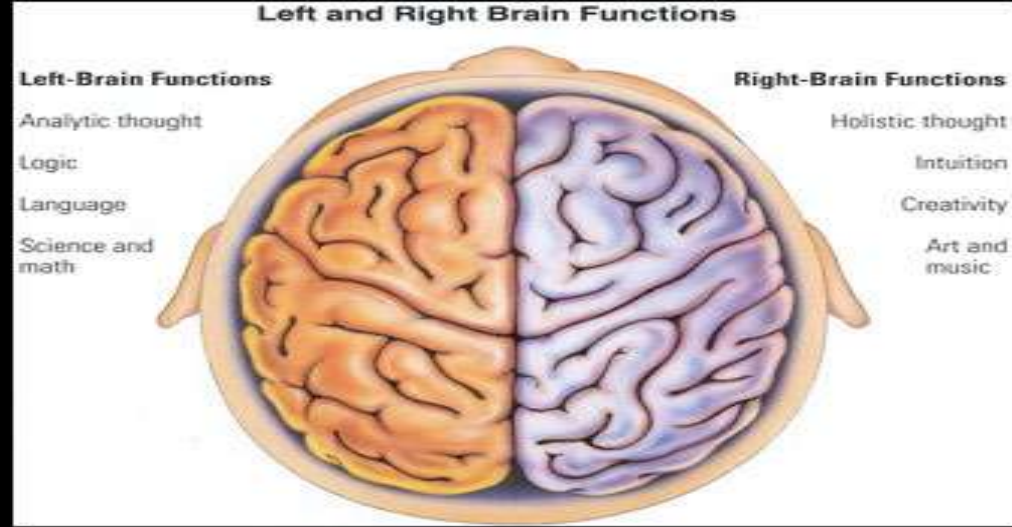
Logos is an argument based on facts, evidence and reason.

Using logos means appealing to the readers' sense of what is logical.



# Logos

Logos means logic



- Logos refers to any attempt to **appeal to the intellect**.
- The audience finds **certain patterns, conventions and modes of reasoning** to be convincing and persuasive.
- The **audience relies on reasoning and facts** to make its decision. Numbers, polls and statistics are also examples of the persuasive use of logic.

# REVIEW

## Ethos, Pathos and Logos

1. Ethos = an ethical or moral argument
2. Pathos = an emotional argument
3. Logos = a logical argument