

### **Chapter 3: Arguments based on character—Ethos**

Establishing persuasive ethos is not just a matter of seeming honest or likeable. You need to affirm an identity and sharing values with your intended audience.

#### How Writers Create Ethos:

- By the way they shape themselves at the very moment they make an argument
- By the way they portray themselves to the audience physically (gestures, eye contact)

Writers bring their previous lives, reputations, and work into their arguments

#### Understanding how arguments based on character work:

- To answer serious questions people turn to professionals
- An expert can be anyone with knowledge and experience
- Appeals or arguments about character often turn on claims such as the following:  
a person does not have authority to speak on the issue, a person is not trustworthy or credible on this issue, and a person does not have good motives for addressing the subject.

#### Claiming authority:

- When you read an aggressive argument, you have the right to wonder about the author's claim
- Writers and readers are often skeptical of your claims
- When you write for readers who trust you and your works, you may not have made an open claim to authority.
- Sometimes style of writing can present confidence

### Establishing Credibility:

- Credibility speaks to a writer's honesty and respect for audience
- To establish credibility, make reasonable claims and back them up
- You have to present yourself as person
- You can establish credibility by connecting to your own beliefs and values to principles that are widely respected
- You can use language that shows respect for your readers
- Establishing credibility makes you seem trust worthy