



Ethos, Pathos, Logos

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PERSUASION AND MARKETING HOW IT TIES TOGETHER.

Ethos: Intelligence Trustworthiness, Morals



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- ▶ **ETHOS**
Of the modes of persuasion furnished by the spoken word there are three kinds...
Persuasion is achieved by the speaker's personal character when the speech was so spoken as to make us think him credible...
- ▶ *Ethos describes an appeal to authority or credibility.* The authority of the presenter obviously lends to the persuasive power of his or her argument, but ethos can also be established by evidence.
- ▶ **EVIDENCE:** Ethos aligns most closely with Social evidence. Examples include quotes from experts, endorsements from authority figures, or support from groups with high credibility regarding an issue.
- ▶ **WARRANTS:** Ethos warrants work to establish the authority or credibility of a source of evidence. Examples include appeals to authority or generalizations connecting one credible group to a larger population.

Pathos: Emotions, Prejudices, Motivations



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- ▶ **PATHOS**
Secondly, persuasion may come through the hearers, when the speech stirs their emotions...
- ▶ *Pathos describes an appeal to feelings or emotion.* Any emotion, positive or negative, will do as long as it is strong. However, these appeals only work when the audience shares these feelings.
- ▶ **EVIDENCE:** Pathos aligns most closely with Experiential evidence, in that effective personal anecdotes include emotional appeals. Examples include specific stories and descriptions of shared experiences.
- ▶ **WARRANTS:** Pathos warrants work to inspire a certain emotional response to an argument. Examples include appeals to specific principles, sympathies, antipathies, fears, or desires. Also common are generalizations connecting an individual's personal feelings or sufferings to a more universal experience.

Logos: Evidence, Data, Universal Truth



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- ▶ LOGOS
Thirdly, persuasion is effected through the speech itself when we have proved a truth or an apparent truth by means of the persuasive arguments suitable to the case in question.
- ▶ *Logos describes an appeal to logic.* Facts are extremely persuasive because they are, at least ostensibly, true. Arguments lacking logos often fail to persuade over the long term.
- ▶ **EVIDENCE:** Logos aligns most closely with Factual evidence. Examples include citations of fact, figures, or research.
- ▶ **WARRANTS:** Logos warrants work to establish both the indisputable nature of factual evidence and its relevance to the claim. Such warrants are critical because a given fact, accepted or not, may fail to support a point. Examples include logical reasoning, cause and effect relationships, and rational analogies.

So, What does this look like in Advertising?

- ▶ Ethos:

- ▶ Celebrity Endorsements

Steph Curry Infiniti Commercial





Ethos rhetoric is also invoked to tie a brand to fundamental rights.

- Brands build trust with their audience when they stand with an important cause.

Budweiser 2017 Super Bowl Commercial Born The Hard Way

What "Plain Folks" means in advertising?

- ▶ Ethos rhetoric often employs imagery of everyday, ordinary people.
- ▶ Known as the *Plain Folks persuasive advertising technique*, in this approach a spokesperson or brand appears as an Average Joe to feel common and sensible. In doing so, they appear concerned and cut from the same cloth as you.
- ▶ This approach is very common in political ads. Consider the "Family Strong" ad from Hillary Clinton's 2016 presidential campaign.
- ▶ Despite her status and wealth, Clinton draws on imagery of her family and upbringing to make her feel more relatable. In this way, "Plain" folks is propaganda and also a logical fallacy.
- ▶ But it's also an effective and persuasive advertising technique.
- ▶ Of the types of persuasive techniques in advertising, *Plain Folks* aligns your brand with the values of the everyday consumer.

What is Pathos in Advertising?

- ▶ Stirring a viewers emotions is a powerful thing.
- ▶ Emotions create responses and, in our increasingly consumer-driven culture, the response is to buy something. Pathos appeals to an audience's basic emotions like joy, fear, and envy. All are easily triggered in many ways.
- ▶ So what is pathos?
- ▶ Cheerios Good Rounds Campaign



It's not all sunshine and smiles

- ▶ On the other hand, Pathos advertisements can also employ unpleasant emotions like fear and worry just as effectively. This ad by the British Heart Foundation is a sobering reminder of what can go wrong.



“Sex Sells”

- ▶ This Mr. Clean pathos advertisement gave their mascot a sexy upgrade.
- ▶ The pathos definition extends to evoking emotions with music ... even
*NSYNC

FOMO or Bandwagon

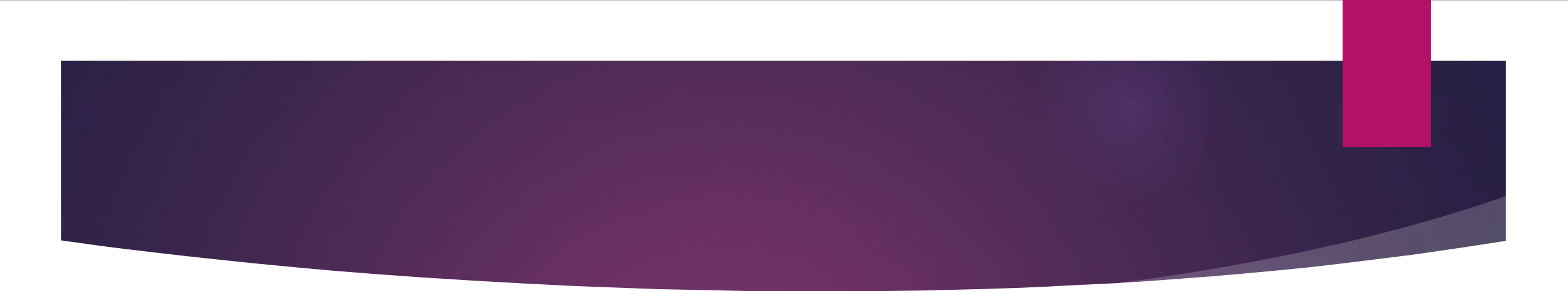
“Bandwagon advertising” is commonly categorized under pathos advertisement examples.

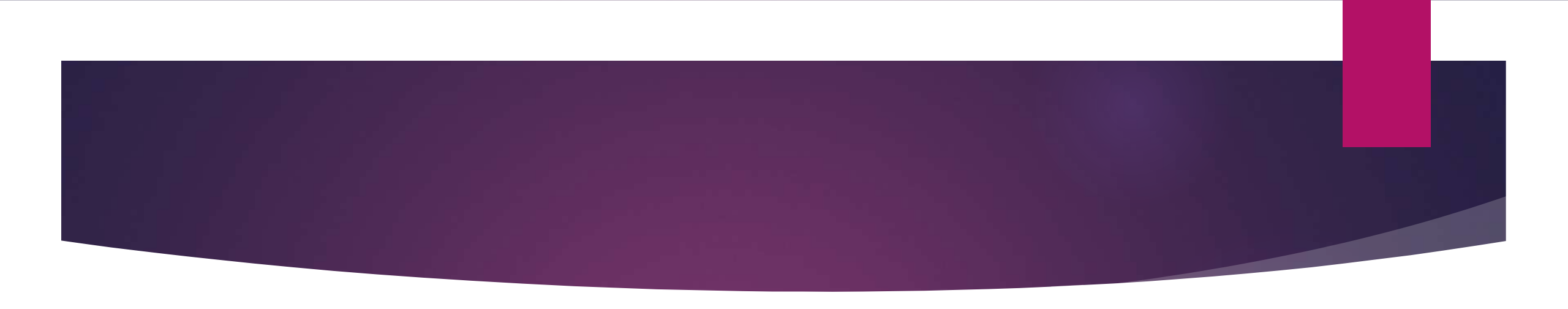
- ▶ While it may sound unfamiliar, you're probably pretty familiar with it.
- ▶ It creates that impression that using certain product will put you on the “winning team”.
- ▶ It adheres to the pathos definition because it plays off your fear... of being left out. Old Spice used this in their “The Man Your Man Could Smell Like” spot.
- ▶ Be like Mike

So, What is Logos?

- ▶ Ever told someone to “listen to reason” during an argument? This is what logos does. The best logos advertisement examples are when a speaker appeals to logic.
- ▶ Statistics, surveys, facts, and historical data can make a product seem like a more reasonable decision.
- ▶ Whether the data is sound or not is another story...



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- ▶ Technology advertisements use logos because their goal is to showcase cool new features.
 - ▶ Consider the example of logos in Apple's advertisement for the iPhone X:
 - ▶ **In logos rhetoric, you have to the sell best reasons to buy your product.**
 - ▶ How does Apple do that?

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- ▶ *I Can't Believe It's Not Butter* underscore organic and vegan offerings
 - ▶ Of the types of persuasive techniques in advertising, logos will build your brand as the most logical, functional and helpful option.
 - ▶ When browsing the many types of persuasive techniques in advertising, consider what your user needs from you. Then ideate on which technique can best fulfill that need.
 - ▶ As you've seen in these ethos, pathos and logos ads, the brand should guide how the persuasive advertising techniques are deployed.