

Aristotle's Appeals: Logos, Ethos & Pathos (Strategies for Persuasion)

Toolkit # _____

Ethos (credibility, character, ethics)	Pathos (emotion)	Logos (logic, reasoning)
How an author builds credibility and trustworthiness	Words, phrases or images used to stir emotions of the audience	The argument itself; the reasoning the author uses; logical evidence
Effect on Audience <ul style="list-style-type: none"> Helps audience to see the author or presenter as reliable, trustworthy, competent, & credible (believable). Makes the audience feel like they can relate to the speaker, author or presenter. We tend to believe people whom we respect. The audience should believe the argument because it is being told by someone worth listening to, because he/she is an authority on the subject. 	Effect on Audience <ul style="list-style-type: none"> Persuasion by emotions (usually evoking fear, sympathy, empathy, anger, etc.) 	Effect on Audience <ul style="list-style-type: none"> Evokes a cognitive, rational response. Readers get a sense of "Oh, that makes sense" or "Hmm, that really doesn't prove anything."
Ways to Develop Ethos: <ul style="list-style-type: none"> Profession / background Appearing sincere, fair, and knowledgeable Conceding to opposition where appropriate Appearing likeable Appearing moral and ethical Appropriate language for audience & subject Appearance Plain Folks appeal (I'm just like you) Testimonials from celebrities 	Ways to Develop Pathos <ul style="list-style-type: none"> Emotionally loaded language Vivid descriptions Anecdotes, testimonies or narratives about <u>emotional</u> experiences or events Figurative language and analogies designed to evoke an emotional response Emotional tone (humor, sarcasm, disappointment, excitement, etc.) 	Ways to Develop Logos <ul style="list-style-type: none"> Theories / scientific facts Literal or historical analogies Definitions Factual information, data & statistics Citations from experts & authorities Cause /effect
Examples: <ul style="list-style-type: none"> Celebrity endorsements like Michael Jordan for Nike Use of doctors to endorse medical products or dentists to endorse a specific brand of toothpaste (or statements like 4 out of 5 dentists recommend...) Ads often use symbols of other well known products or organizations that are trusted or popular to gain that same status 	Examples: <ul style="list-style-type: none"> A car ad that is promoting the rush you might get from driving their car (buy this product because it will add excitement to your life!) Ads that play on your fears (use State Farm Insurance in case this happens showing a car getting wrecked) The SPSA ads which ask you to donate money to save animals showing abused and starving dogs and cats which cause the audience to feel sympathy) Use this product because it will make you attractive, intelligent, popular, etc. 	Examples <ul style="list-style-type: none"> Car ads that point out all the features the vehicle has (ie. gas mileage) Demonstrations of how our product works compared to another company's (ie. our paper towel when wet can hold a plate vs. the other guy's whose paper towel breaks) Before and after pictures related to the product
<p>Through his use of scientific terminology, the author 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>How to talk about it.</p> <p>When referencing 9/11 (Sept 11th), the author is appealing to pathos. Here, he is eliciting both sadness and anger from his readers.</p> <p>The author's description of the child with cancer is a very persuasive appeal to pathos</p>	<p>The author appeals to logos by defining relevant terms and then supports his claim with numerous citations from authorities.</p> <p>The author's use of statistics and expert testimony are very convincing logos appeals.</p>