

Ethos, Pathos & Logos (also called Rhetorical Appeals)

ETHOS

CREDIBILITY | TRUST

Strategies to
Persuade
Strong arguments
use all 3 appeals!

Ethos – persuasion by building trust & credibility

Strategies:

- Showing you are knowledgeable, honest, fair, ethical, objective, experienced, sincere, reliable, etc.
- Showing you have similar interests, concerns and values as your audience
- Showing dedication to & passion about your topic
- Using *language & style* appropriate to your audience

PATHOS

VALUES | EMOTIONS



Pathos – persuasion by stirring an audience's emotions, desires & values

Strategies:

- Appeals to desires (desire to be more attractive, popular, belong, powerful, rich, etc.)
- Appeals to emotions - fear, anger, excitement, pity / pulls on heart strings
- Appeals to audience's values & beliefs

LOGOS

LOGIC | REASON | PROOF

Logos – persuasion using logic, reasoning and evidence.

Strategies:

- Statistics & data
- Proven facts
- Definitions
- Factual comparisons
- Concrete evidence

