

## Ethos, Logos, and Pathos Chapter 1

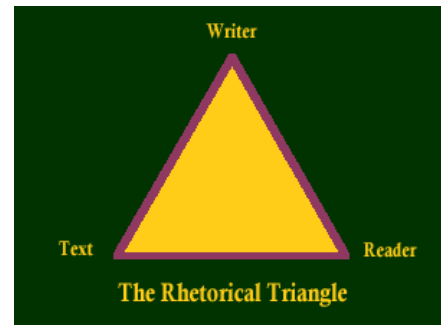
## What is Rhetoric?

The ability, in each particular case, to see  
**the available means of persuasion.**

-- Aristotle

## Rhetoric is Situational

- **Context**: occasion and time and place it was written or spoken
- **Purpose or goal** the writer or speaker wants to achieve



## Ethos

- Greek for “character”
  - We believe those whom we respect
  - Focuses on the speaker or writer, not the audience
  - **Credibility**: remind others of qualifications
- Example:  
--- Writers who have experience in subject  
(i.e. Jon Krakauer, *Into Thin Air*)

## What to Look for...ETHOS

- Shared values (we, us)
- Reputation/qualifications of writer
- Tone of reason, goodwill suggests we should trust the writer

## Logos

- Greek for “word”
- Focus on argument, not person making it
- Evidence (statistics, pictures, sources)
- Logic and reasoning are key

## What to look for...LOGOS

- Specific details, examples, facts, data, expert testimony or support
- Brings up counterargument and refutes it

## Pathos

- Greek for “suffering” or “experience”
- Appeals to emotions and values of the audience
- Can be descriptive narrative, or story
- Emotional topics: children, animals, the elderly, the disadvantaged
- Think: Is the writer simply “playing me”?

## What to look for...PATHOS

- Language that engages the emotions – figurative language, strong and vivid descriptive detail and/or imagery
- Words with strong connotations

## Summary

<b>Ethos</b>	<b>Logos</b>	<b>Pathos</b>
Speaker-centered	Argument-centered	Audience-centered
Credibility	Facts	Emotions

A good argument will use an effective combination of all three appeals!