

Ethos / Logos / Pathos

What?

Most information is not just presented as is, but packaged as an argument, however subtle, to convince us to believe it, remember it, follow it, and then spread it ourselves. While there are dozens of widely used persuasive devices, they can **generally be sorted into three main categories**: ethos, logos, and pathos. One may work better for one scenario and another for a different, but these three are seen often intertwined to make a complete and effective argument.

People are bombarded with information now more than ever and differentiating between trustworthy and not is becoming more difficult with each emerging technology and content platform. It is absolutely crucial to know when persuasive devices are **being used to influence you how the author wants you to respond** rather than researched, fair evidence with allows you to make a decision for yourself. Also, who doesn't want to be more convincing when needing to persuade other people?

Why?

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Ethos → Expert

An argument that is based on convincing the audience of an author's credibility or character, which includes appropriate grammar and word choices, sharing your expertise on the topic

Based on my research over the last 10 years, As a doctor... In my 2 years working at... My coach says....

My Turn → Write an **ethos** statement to convince your friend to transfer to this school:

Logos → Logic

An argument that is based on logic and reasoning, which includes facts, connections or similarities to other topics or events

*This same thing happened last year when.... The data clear says... It's a matter of common sense that ...
History has shown.... If everyone is doing it then it must be...*

My Turn → Write a **logos** statement to convince your parents to let you take a part time job:

Pathos → Sympathy

An argument that is based on evoking emotion or sympathy from the audience, which includes feelings of guilt, pride, inspiration.

*There is no reason you can't walk out of here today and immediately start... You'll spend the rest of your life....
Can't you see how... this is?? No price can be placed on... Don't be the only person who...*

My Turn → Write a **pathos** statement to convince your friend to come out with you on Friday night: