

# ETHOS, PATHOS, LOGOS

## ETHOS

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### Used to identify the credibility of sources

According to NASA, the advantage of space exploration is potential untapped resources throughout the galaxy.

This example uses NASA, which is an authority when it comes to space and science, to give evidence.

### Often used in Appeal to Authority fallacies

According to NASA, the advantages of stickers over stamps is the variety of designs.

This example uses NASA, which is an authority when it comes to space and science, but not for stickers and stamp usage, to give evidence. Therefore, this does not work as a use of Ethos.

## PATHOS

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### Used to appeal to emotions

When NASA lost the crew in the Challenger explosion, funding diminished and the nation mourned.

This example uses NASA's Challenger explosion and the loss of life to relay emotional credibility to the reader.

## LOGOS

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### Used to relay logic, statistics, and facts

NASA says there is a 1% chance of a meteor collision next year.

This example uses NASA's statistic of a 1% chance to relay a fact to the audience for credibility of the chance a meteor will collide with Earth.

\*All examples are made up and not actual quotes or factual information