Ethos, Pathos, Logos Notes

Persuasion Techniques

Ethos–the writer provides evidence to the reader that he is credible and knowledgeable about the subject matter

EX) "I have ten years of experience as a general in the Army working closely with the president, so I am more than qualified to make decisions about going to war."

Pathos–the writer appeals to the reader's emotions, such as anger, fear, love, pity, and even social acceptance

EX) "Many of those who immigrate to the United States often faced desperate poverty, war, and other serious challenges. Just like us, they need a safe, secure place to live, work, and raise their families."

Logos–the writer appeals through reasoning, providing factual evidence to support his claim logically

EX) "It costs the United States Mint more than two cents to produce each one cent coin, or penny. Therefore, pennies cost too much to produce and should be eliminated as currency."

Definitions and examples from Erin Cobb