

Ethos, Pathos, & Logos

Note: These reference guides do not take the place of assignment guidelines

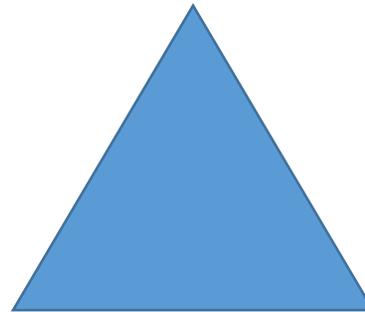
Rhetorical strategies are the techniques used within your writing to convince your audience of the validity of your claim. Most of these techniques can be sorted into one of the three categories below:

Logos - *Logic*

Logos is the use of logical reasoning and credible proof to support a claim. Ways to implement logos include:

- Using logical organization (such as a speech with a clear opening, body, and conclusion)
- Referencing credible sources, including research, studies, and primary sources
- Using accurate analogies and metaphors

Example: “72% of all cat owners claim that their cats bring extra joy into their lives.”



Ethos - *Ethics*

Ethos is the ability of an author or presenter to present themselves as a credible source and to build trust with their audience. Ways to implement ethos include:

- Using personal experience, expertise, or a “personal brand” to prove experience
- Presenting with confidence and belief in your claims
- Using credible sources and references to reflect your own credible research abilities

Example: “As an expert in cat behavior, I can support this claim.”

Pathos - *Emotion*

Pathos is the ability to create an emotional response in an audience. Ways to implement pathos include:

- Using “real life” stories to humanize your arguments
- Using narrative techniques, such as vivid imagery, to help your audience connect directly with your material
- Using language that is inspirational and motives action from your audience

Example: “Thousands of kittens are euthanized each year because there is no one who loves them. Won’t you adopt one today?”