

Ethos, Pathos, and Logos Definition and Examples

What are Ethos, Pathos, and Logos?

In simplest terms, they correspond to:

- **Ethos:** _____ (or character) of the speaker **(1)**
- **Pathos:** emotional connection to the _____ **(2)**
- **Logos:** _____ argument **(3)**

Ethos, Pathos, and Logos are modes of _____ **(4)** used to convince audiences. They are also referred to as the _____ **(5)** (_____ **(6)** coined the terms), and are all represented by Greek words.

Together, they are the three *persuasive appeals*. In other words, these are the three essential qualities that your speech or presentation must have before your audience will accept your message.

In order to _____ **(7)** your audience, proper use of Ethos, Pathos and Logos is necessary.

Origins of Ethos, Pathos, Logos — *On Rhetoric* by Aristotle

Written in the _____ **(8)** century B.C.E., the Greek philosopher Aristotle compiled his thoughts on the art of rhetoric into *On Rhetoric*, including his theory on the three persuasive appeals.

Many teachers of communication, speech, and rhetoric consider Aristotle's *On Rhetoric* to be a seminal work in the field. Indeed, the editors of *The Rhetoric of Western Thought: From the Mediterranean World to the Global Setting* call it "the most important single work on persuasion ever written." It is hard to argue this claim; _____ **(9)** from _____ **(10)** can be traced back to Aristotle's foundations.

What is Rhetoric?

Rhetoric is not just empty words or fine political speeches. Rhetoric is the _____ **(11)** and _____ **(12)** of _____ **(13)** and _____ **(14)** well, being persuasive, and knowing how to compose successful writing and presentations. Rhetoric teaches us the essential skills of advanced learning and higher education.

Rhetoric is a fundamental _____ **(15)** of good education, whether it is followed by studies of Engineering, English or Entomology. Clear thinking, good argument, and logical discussion are essential to academic student success in any discipline and field. The better the essays you write, the better your grade. The stronger the presentations you make, the greater your academic success. The more you understand how to criticize and analyze what you read and study in Music, Mathematics or the Modern Languages, the stronger your education.

Ethos or the _____ (16) means to convince an audience of the author's _____ (17) or character.

An author would use ethos to show to his audience that he is a credible source and is worth listening to. Ethos is the _____ (18) word for “**character**.” The word “**ethic**” is derived from ethos.



Ethos can be developed by choosing language that is appropriate for the audience and topic (also means choosing proper level of vocabulary), making yourself sound _____ or _____ (19) introducing your _____ (20) or pedigree, and by using correct grammar and syntax.

Ways to Develop ETHOS
<ul style="list-style-type: none">• Author's profession / background• Author's publication• Appearing sincere, fair minded, knowledgeable• Conceding to opposition where appropriate• Morally / ethically likeable• Appropriate language for audience and subject• Appropriate vocabulary• Correct grammar• Professional format

Example of Ethos:

"I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

Democratic Presidential Candidate Acceptance Speech by Barack Obama. August 28th, 2008.

Pathos or the _____, _____ (21) means to persuade an audience by appealing to their _____ (22).

Authors use pathos to invoke _____ (23) from an audience; to make the audience feel what the author wants them to feel. A common use of pathos would be to draw _____ (24) from an audience. Another use of pathos would be to inspire anger from an audience; perhaps in order to prompt action. Pathos is the Greek word for both “**suffering**” and “**experience**.” The words **empathy** and _____ (25) are derived from pathos.

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Pathos can be developed by using meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings.



Types of PATHOS Appeals
<ul style="list-style-type: none">• Emotionally loaded language• Vivid descriptions• Emotional examples• Anecdotes, testimonies, or narratives about emotional experiences or events• Figurative language• Emotional tone (humor, sarcasm, disappointment, excitement, etc.)

Example of Pathos:

Kimberly N. had a senior position at a charitable organization when her son was born. She planned for a six-week maternity leave, but her son was born with a life-threatening condition, and she ended up taking 12 weeks with partial pay. Kimberly’s supervisor was unhappy that she took such a long leave and refused to let her work part-time or from home. After going back to work, Kimberly had a terrible performance evaluation that contrasted sharply with her previous positive evaluations. She soon left her job, which significantly impacted family finances. Savings quickly dwindled, debts grew, and Kimberly filed for bankruptcy. A few months later, she found a part-time job at a lower level with no benefits but was laid off when the recession hit. She worries that future employers will question her period of unemployment.

An Argument for Parental Leave in the United States, written by: **Walsch , Janet.** **Failing It's Families** New York City, NY:

Logos or the _____ to _____ (26), means to convince an audience by use of logic or _____ (27).

To use logos would be to cite facts and _____ (28), historical and literal analogies, and citing certain _____ (29) on a subject. Logos is the Greek word for “**word**,” however the true definition goes beyond that, and can be most closely described as “**the word or that by which the inward thought is expressed**.” The word “**logic**” is derived from logos.



Logos can be developed by using advanced, theoretical or abstract language, _____ (30) (very important), using historical and literal analogies, and by constructing logical arguments.

Types of LOGOS Appeals
<ul style="list-style-type: none">• Theories / scientific facts• Indicated meanings or reasons (because...)• Literal or historical analogies• Definitions• Factual data & statistics• Quotations• Citations from experts & authorities• Informed opinions• Examples (real life examples)• Personal anecdotes

Example of Logos:

"However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight."

The Economic Outlook and Monetary Policy by Ben Bernanke. August 27th, 2010

Now, time to practice. Which form of rhetoric is best utilized in each of the examples below, Ethos, Pathos, or Logos.

1. A child is shown covered in bug bites after using an inferior bug spray.

Ethos Pathos Logos

2. Tiger Woods endorses Nike.

Ethos Pathos Logos

3. Sprite Zero is 100% sugar-free.

Ethos Pathos Logos

4. A 32-oz. bottle of Tides holds enough to was 32 loads.

Ethos Pathos Logos

5. A commercial shows an image of a happy couple riding in a Corvette.

Ethos Pathos Logos

6. Cardiologists recommend Ecotrin more than any other brand of aspirin.

Ethos Pathos Logos

7. Advil Liquid-Gels provide up to 8 hours of continuous pain relief.

Ethos Pathos Logos

8. Miley Cyrus appears in Oreo advertisements.

Ethos Pathos Logos

9. People who need more energy drink Red Bull Energy Drink.

Ethos Pathos Logos

10. A magazine ad shows people smiling while smoking cigarettes.

Ethos Pathos Logos