

**NOW**

**STARRING:**

*ethos, pathos,  
& logos*



# IN OTHER WORDS:

How to get what you  
want, win arguments,  
get money, gain power,  
and be successful



# **EPL:** *Is that even English?*

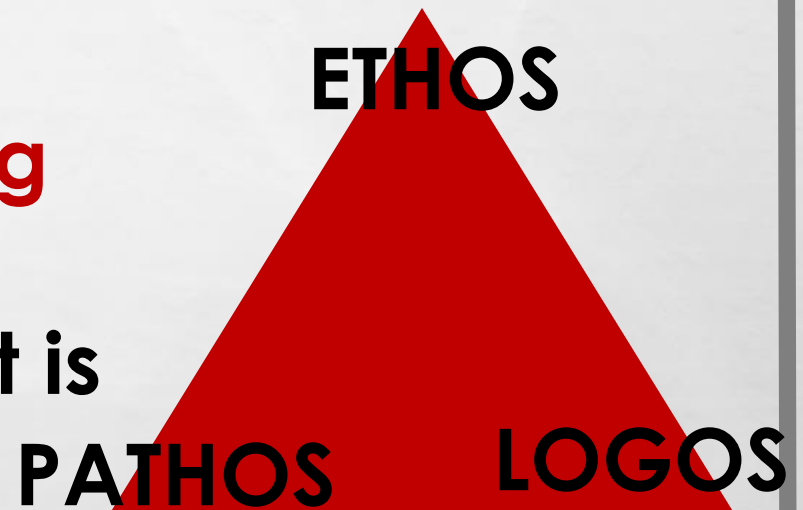
**A: NOPE! It's Greek. Ethos, pathos, and logos are Greek words that essentially mean the following:**

- **Ethos = (ethics) character/credibility**
- **Pathos = emotion**
- **Logos = logic/reason**

**These are the three rhetorical appeals {ways to persuade}.**

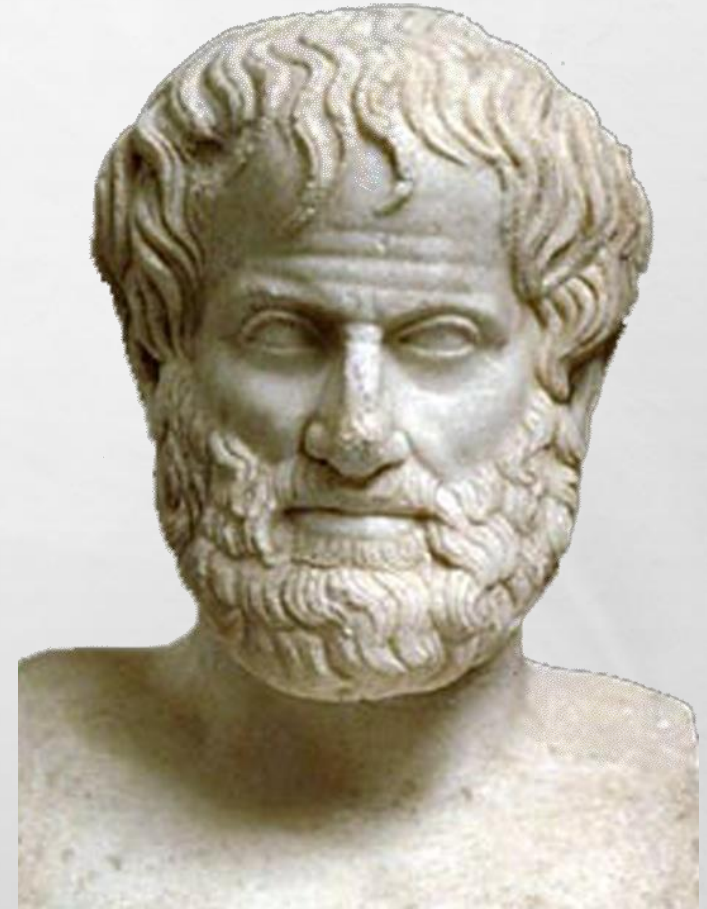
# EPL: Rhetorical triangle

THE RHETORICAL TRIANGLE is the **art of persuasion**, whether you are trying to persuade someone to **THINK something** or **DO something**. Ethos, pathos, and logos form what is called the “**rhetorical triangle**.” A combo of all 3 appeals is most likely to persuade the audience.



# ARISTOTLE: *Rhetorician*

Aristotle was an ancient Greek intellectual. He studied and wrote about nearly everything, from science to philosophy. He wrote “Rhetoric,” which examined the art of persuasion. In this text, he explained ethos, pathos, and logos.



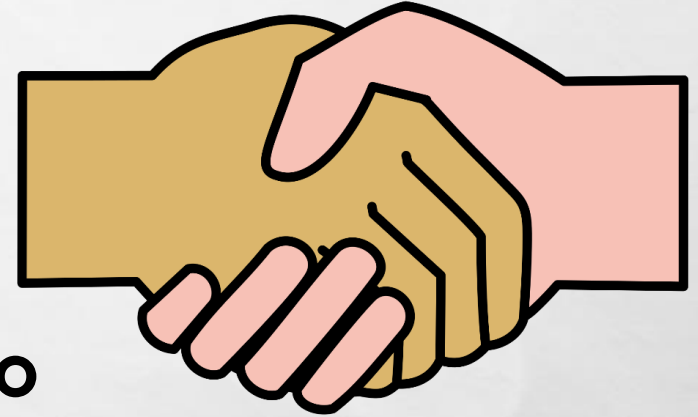
# **PERSUASION:** *Why care?*

Because persuasion is a part of life, and these appeals are tried-and-true. You have probably used these appeals without even realizing it, and you will probably use these appeals again. But if you can fully understand these appeals, you will know exactly **HOW** to use them to persuade others to think or do something. You want to get your way? **You need to know how to play the persuasion game to win your audience over with ETHOS, PATHOS, AND LOGOS, or EPL. 😊**

# ETHOS: *Ethical appeal*

Ethos is an appeal to the speaker's ethics—his or her **character, credibility, and authority** on the subject.

- The audience must **trust** the speaker in order for persuasion to happen.
- It's not enough to be credible; the speaker must deliberately demonstrate this credibility and reliability.



# **ETHOS:** *How to use it*

- Show that you **are experienced and knowledgeable** on the subject. Use your own knowledge when you can, but cite others when you can't.
- Show the audience that you are a good person. **Respect** them. Connect to them.
- Show that you are **professional**. Use appropriate language and tone. Dress appropriately, if applicable!



# PATHOS: Emotional appeal

Pathos is an appeal to the audience's emotions.

- By evoking emotions, the speaker is more likely to persuade the audience.
- Pathos can be very powerful because humans are emotional creatures.
- **Any emotion:** fear, sympathy, love, joy, pity, etc...
- Pathos makes a personal, emotional **connection**.



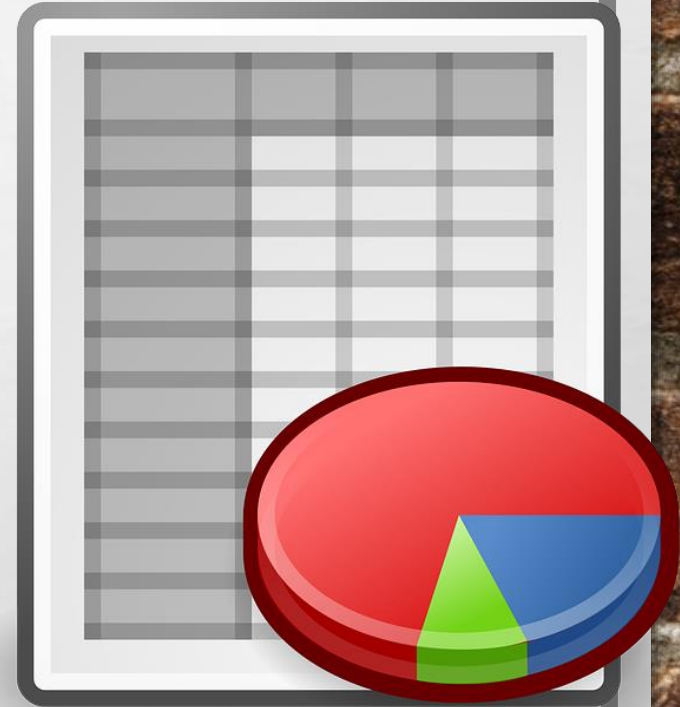
# PATHOS: How to use it

- **Know your audience** and know what emotion or subject will move them in the way you want!
- Make it personal for the audience. Tug on their heartstrings, or scare them into persuasion!
- Use **descriptive, vivid language** and imagery to make it more real.
- Use **examples and stories** that will engage the audience and evoke emotions.

# LOGOS: *logical appeal*

Logos is an appeal to **logic and reasoning**.

- The speaker must prove his/her claims with **evidence and reasoning**.
- Strong evidence and solid reasoning is difficult to dismiss, so logos is essential to persuasion.



# LOGOS: How to use it

- Make sure your argument makes logical sense. **Avoid logical fallacies (FLAWS IN LOGIC)**
- Make sure your argument is **clear** and easily understood. If your audience can't understand it, you can't convince them.
- Use **facts, statistics, numbers, charts, etc.**

# **EXAMPLE:** *Sleep deprivation*

Identify the ethos, pathos, and logos in the following example:

**“As a doctor who has studied sleep cycles and the effects of sleep deprivation, I am here to advise you to make a conscious effort to get 6-8 hours of sleep each night. Sleep deprivation results in decreased productivity during that day, but it can have even worse effects. According to the national highway traffic safety administration, sleep deprivation contributes to 100,000 car crashes each year. Many of these crashes are fatal. Do you really want to kill someone behind the wheel, just because you did not get enough sleep? Do you want to go to jail for an accident you could have prevented? Do you want that kind of guilt to keep you from sleeping for the rest of your life? Just get the sleep in the first place, please!”**

# **EXAMPLE:** *Sleep deprivation*

Identify the ethos, pathos, and logos in the following example:

“As a doctor who has studied sleep cycles and the effects of sleep deprivation, **{ETHOS—SPEAKER SHOWS EXPERIENCE & CREDIBILITY}** I am here to advise you to make a conscious effort to get 6-8 hours of sleep each night. Sleep deprivation results in decreased productivity during that day, but it can have even worse effects. According to the national highway traffic safety administration, sleep deprivation contributes to 100,000 car crashes each year. **{LOGOS-SPEAKER PRESENTS STATISTICS}**. Many of these crashes are fatal. Do you really want to kill someone behind the wheel, just because you did not get enough sleep? Do you want to go to jail for an accident you could have prevented? Do you want that kind of guilt to keep you from sleeping for the rest of your life? Just get the sleep in the first place, please!” **{PATHOS-SPEAKER TRIGGERS A GUILT TRIP}**.

# EXAMPLES: *Commercials*

SOME OF THESE CONTAIN MORE THAN ONE APPEAL, SO WATCH CLOSELY!

- SMOKING PSA
- OBAMA CAMPAIGN
- VERIZON
- ALLSTATE
- GOOGLE CHROME
- DISTRACTED DRIVING
- WESLEY MEREDITH

# **EXAMPLE:** *"I have a dream"*

**But one hundred years later, the negro still is not free. One hundred years later, the life of the negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the negro is still languished in the corners of American society and finds himself an exile in his own land. And so we've come here today to dramatize a shameful condition.**

**"I have a dream," Martin Luther King Junior**



# **PATHOS:** *Emotional appeal*

He uses imagery and word choice to help the audience visualize the “shameful condition” of inequality, thus evoking pity from the audience.

- ✓ “**Sadly crippled** by the manacles of segregation”
- ✓ “The negro lives on a **lonely island** of poverty”
- ✓ “**Languished in** the corners of American society and finds himself an exile”
- ✓ “a **shameful** condition”

# **EXAMPLE:** *"On Women's Right to Vote"*

The Preamble of the Federal Constitution says:

"We, the people of the united states, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this constitution for the united states of America."

It was we, the people; not we, the white male citizens; nor yet we, the male citizens; but we, the whole people, who formed the union. And we formed it, not to give the blessings of liberty, but to secure them; not to the half of ourselves and the half of our posterity, but to the whole people - women as well as men.

**"On Women's Right to Vote," Susan B. Anthony**

# LOGOS: *logical appeal*

She cites the Constitution, then uses its original wording to logically prove her point:

- We = the whole, not half

it was **we, the people**; not we, the white male citizens; nor yet we, the male citizens; but we, the **whole people**, who formed the union. And we formed it, not to give the blessings of liberty, but to secure them; **not to the half of ourselves** and the half of our posterity, but to **the whole people - women as well as men.**

# **EXAMPLE:** *State of the Union*

**Will we allow ourselves to be sorted into factions and turned against one another – or will we recapture the sense of common purpose that has always propelled America forward?**

**In two weeks, I will send this congress a budget filled with ideas that are practical, not partisan. And in the months ahead, I'll crisscross the country making a case for those ideas.**

**So tonight, I want to focus less on a checklist of proposals, and focus more on the values at stake in the choices before us.**

**-State of the Union address, 2015, Barack Obama**

# ETHOS: *Ethical appeal*

Obama is trying to convince his audience that he is a good president doing what is best for the nation. He is emphasizing that he is focusing on practicality and values, rather than political partisanship.

- “The sense of **common purpose** that has always propelled America forward”
- “A budget filled with ideas that are **practical, not partisan.**”
- “I want to focus less on a checklist of proposals, and **focus more on the values at stake in the choices before us.**”

# **DISCUSS:** *Turn and talk*

- Which appeal is most persuasive to you? Why?
- How might these appeals be connected to purpose and target audience? In what context would it be important to use ethos? Pathos? Logos?
- Beyond ethos, pathos, and logos, what might be some other ways to persuade people?

# EXIT TICKET: *Persuade me!*

- Using ethos, pathos, and logos, write a brief paragraph persuading me to stop giving homework.
- Identify your examples like so:
- Underline ethos.
- Squiggly-underline pathos.
- Draw a box around logos.

