

**The Art  
of  
Rhetoric**



# Rhetoric = The Art of Persuasion

The history of rhetoric and the concepts of ethos, pathos and logos began in Greece.



# What is rhetoric?

- Aristotle defines rhetoric as
  - The ability to discover all available means of **persuasion** in a given situation.
- In simple terms, rhetoric is the **art of speaking or writing EFFECTIVELY**

# Who was Aristotle?



Aristotle was a famous Greek philosopher who studied the art of persuasion.



Plato, another famous Greek philosopher, was his teacher.



Aristotle taught Alexander the Great how to properly argue and perform a public speech.



# Ethos, Logos and Pathos

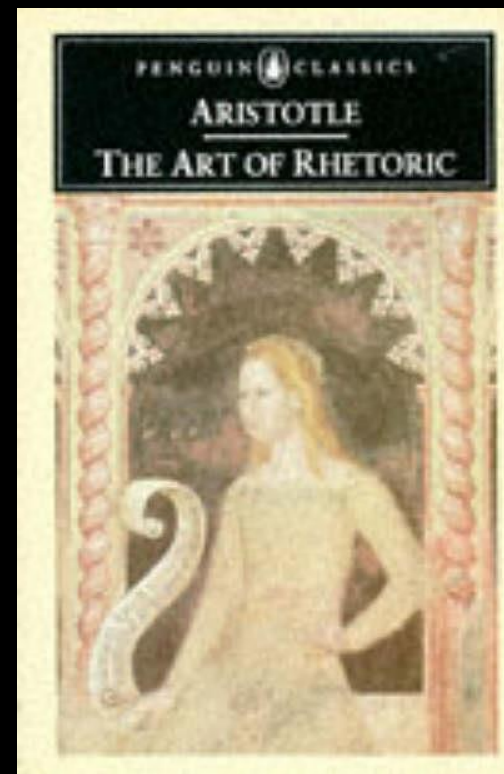
In approximately 300 B.C.E. Aristotle, who was a famous Greek philosopher, wrote a book entitled, "The Art of Rhetoric." In his book, Aristotle identified the three methods of persuasion. He called them ethos, pathos and logos.

Aristotle



The Man

Plato



The Book

**Whenever you read or listen to an argument, you must ask yourself,**

- **"Is this persuasive?  
And if so, to whom?"**

**There are several  
ways to appeal to an  
audience.**

**They are...**

# Ethos, Pathos and Logos

1. Ethos = an ethical or moral argument
2. Pathos = an emotional argument
3. Logos = a logical argument



# Ethos

The word "ethos" came from the Greek word ethikos meaning moral or showing moral character. Aristotle contends that a speaker must establish moral credibility in the minds of the audience. In order to do so, the speaker must show that he or she has expertise in the subject matter of the speech and that he or she is disconnected from topic.

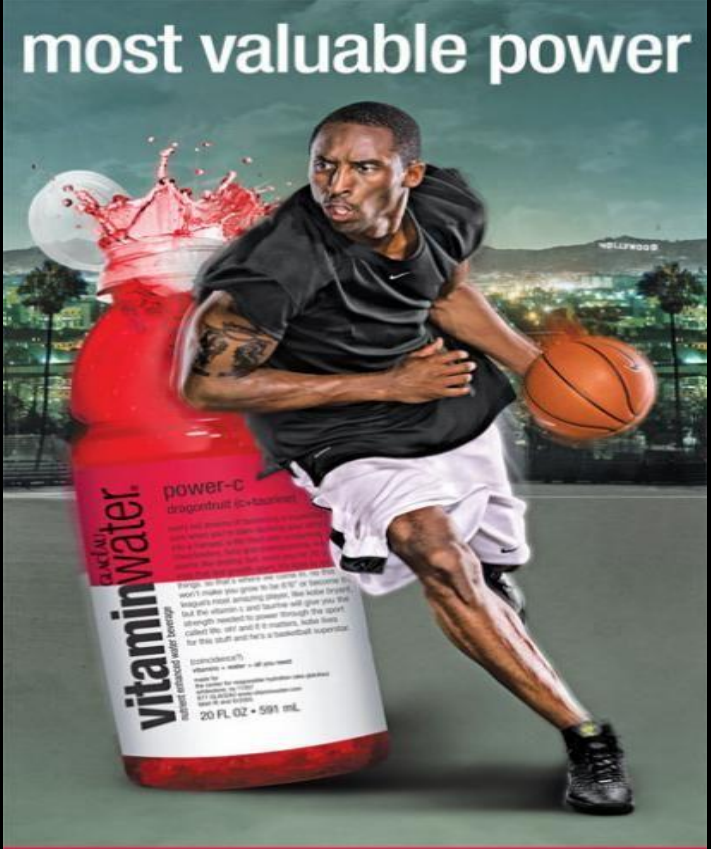
# Ethos



- when a trusted doctor gives you advice, you may not understand all of the medical reasoning behind the advice, but you nonetheless follow the directions because you believe that the doctor knows what s/he is talking about.

# Ethos

- Professional basketball players have established their credibility in athletics. If Kobe tells us that Vitamin Water is the BEST for us, we believe that he knows what he is talking about because he is a professional athlete.



most valuable power

vitaminwater. power-c  
orange-citrus  
20 FL OZ • 591 mL

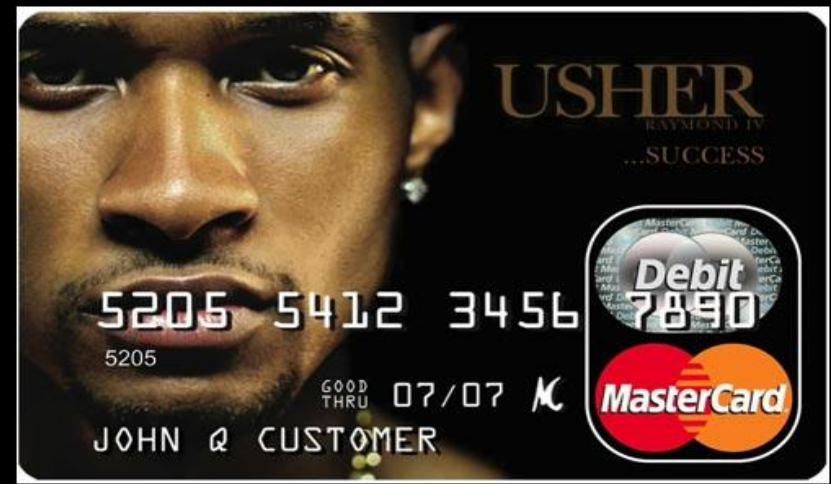
3 championships... and counting  
1,845 bottles of vitaminwater... and chugging  
1 mvp award... and long overdue

GLACÉAU  
vitaminwater.  
try it... it works for kobe

The advertisement features a large, red plastic bottle of Vitamin Water Power-C Orange-Citrus. The bottle is tilted, and a splash of red liquid is erupting from the top. In the background, a professional basketball player, Kobe Bryant, is shown in a dynamic pose, dribbling a basketball. The setting appears to be an outdoor basketball court at night, with a cityscape and a sign that says "HOLLYWOOD" visible in the distance. The overall tone is energetic and emphasizes the product's association with elite athletes.

# Ethos

- Ethos is a person's credibility with a given audience



# Pathos

- Pathos is related to the words pathetic, sympathy and empathy.
- Whenever you **accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim**, you are acting on pathos.
- Those who wish to persuade you will play with your emotions. They may persuade you with fear, love, patriotism, guilt, hate or joy.



# Pathos = an emotional argument

- An effective use of pathos will alter the mindsets of the audience through the use of emotional appeal.
- Both words and pictures can achieve this appeal.



# Pathos

- Pathos “tugs at your heartstrings”



March of Dimes | Smile Train

**MAKE A CHILD SMILE**

**DONATE TODAY!**



**SHE NEEDS HER FUR MORE THAN YOU DO**

**THE HUMANE SOCIETY OF THE UNITED STATES**





Kill a Cigarette and Save a Life. Yours.

unicef 

Verheerender Zyklon in Bangladesch  
- bitte helfen Sie!



# MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

At Michelin, we are guided by a single overriding concept: tires are – for us – the most important pieces of equipment you can put on your car.

Therefore, making the best tires possible, regardless of cost, has become an obsession with us.

That is why we make our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages.

That is also why Michelin performs as well as they perform. And last as long as they last.

And, of course, why they cost more to buy.

Though you may find, in many Michelin buyers do, they will be willing to own.

**MICHELIN**

# Logos



- Logos appeals rely on the audience's intelligence to persuade them.
- Education causes audiences to be more skeptical of emotional arguments and more receptive to logos

# Logos

- The Greek word **logos** is the basis for the English word **logic**.
- Logos **refers to any attempt to appeal to **the intellect**, the general meaning of "logical argument."**
- Everyday arguments rely heavily on ethos and pathos, but academic arguments rely more on logos: there will be logical chains of reasoning supporting all claims.

# Logos

New Farmers customers who purchased multiple policies **saved** an average of

**\$502** each year



Kirk D. Baldwin

Contact Me



FARMERS 



AUTO



HOME



BUSINESS



LIFE



Sildex  
face wash

3

years of  
clinical  
trials.

4

times as  
effective.

Try the new Sildex face wash.

ethos

logos

pathos

# REVIEW

## Ethos, Pathos and Logos

1. Ethos = an ethical or moral argument
2. Pathos = an emotional argument
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# HUBRIS

- \*An excess of pride, ambition, arrogance
- \*Ultimately causes the person's ruin

(This does not have to do with Ethos, Logos, Pathos. You just need to know it as we read Antigone)