

Logos, Ethos, and Pathos

Whenever you read an argument you must ask yourself, “is this persuasive? And if so, to whom?” There are several ways to appeal to an audience. Among them are appealing to logos, ethos, and pathos. These appeals are prevalent in almost all arguments.

To Appeal to LOGOS (logic, reasoning)	To Develop or Appeal to ETHOS (character, ethics)	To Appeal to PATHOS (emotion)
: the argument itself; the reasoning the author uses.	: how an author builds credibility & trustworthiness	: words or passages an author uses to activate emotions
Types of LOGOS Appeals	Ways to Develop ETHOS	Types of Pathos Appeals
<ul style="list-style-type: none">Theories / scientific factsIndicated meanings or reasons (because...)Literal or historical analogiesDefinitionsFactual data & statisticsQuotationsCitations from experts & authoritiesInformed opinionsExamples (real life examples)Personal anecdotes	<ul style="list-style-type: none">Author's profession / backgroundAuthor's publicationAppears sincere, fair minded, knowledgeableConcedes to the oppositionMorally / ethically likeableAppropriate language for audience and subjectAppropriate vocabularyCorrect grammarProfessional format	<ul style="list-style-type: none">Emotionally loaded languageVivid descriptionsEmotional examplesAnecdotes, testimonies, or Narratives about emotional experiences or eventsFigurative languageEmotional tone (humor, sarcasm, disappointment, excitement, etc.)
Effect on Audience	Effect on Audience	Effect on Audience
Evokes a cognitive, rational response. Readers get a sense of, “Oh, that makes sense” or “Hmm, that really doesn’t prove anything.”	Helps reader to see the author as reliable, trustworthy, competent, and credible. The reader might respect the author or his/her views.	Evokes an emotional response. Persuasion by emotion. (usually evoking fear, sympathy, empathy, anger,)
How to Talk About It	How to Talk About It	How to Talk About It
The author appeals to logos by defining relevant terms and then supports his claim with numerous citations from authorities. The author’s logos appeals of statistics and expert testimony are very convincing.	Through his use of scientific terminology, the author builds his ethos by appearing knowledgeable. The author’s ethos is effectively developed as readers see that he is sympathetic to the struggles minorities face.	When referencing 9/11, the author is appealing to pathos. Here, he is eliciting both sadness and anger from his readers. The author’s description of the child with cancer was a very persuasive pathos appeal.