Rhetorical Strategies: Ethos, Pathos, and Logos
What is rhetoric?

- **Rhetoric** the art of persuasive speaking or writing
- Three tools of rhetoric
  - Ethos
  - Pathos
  - Logos
What is ethos?

- *Ethos* is the Greek word meaning character.
- It is an appeal to authority and credibility.
- It means convincing an audience of the reliable character or credibility of the speaker/writer or the credibility of the argument.
Examples of Ethos

- **As a doctor,** I can say that this product will certainly improve your health.
- **Having written 10 successful novels myself,** I can tell you that this book is worth buying.
- The research – **conducted by professors at Harvard University** – suggests that you should learn a second language.
What is pathos?

- **Pathos** is a Greek word meaning ‘suffering’ or ‘experience’
- It is an appeal to the emotions
- It creates a persuasive argument by evoking an emotional response in the audience/reader
- Appeals to hopes/dreams, fears/worries, or beliefs/ideals
Examples of Pathos

- If you don’t buy this life insurance, **you are letting your family down**.
- **You love your dog**; so buy this dog food, as it will help him to get all his nutrients.
- Caring for the environment may not change your life, but it will **change the lives of your children**.
What is logos?

- *Logos* is a Greek word meaning ‘a word’ or ‘reason’
- It is an appeal to logic and reason
- It is used to persuade an audience by logical thought, fact, and rationality
- Proving an argument by logical and sound reasoning is more likely to persuade an audience
Examples of Logos

- *It’s a fact that smoking causes cancer.* Therefore, if you don’t want cancer, you shouldn’t smoke.
- We have conducted the experiment 57 times and we get the same result every single time.
- That is not my wallet. *My wallet has a tear in it. This wallet has no tear.* Therefore, it cannot be mine.
Ethos, Pathos, or Logos?

- All True Make-Up: Because you deserve the best!
- Macaroni and Cheese: Just the way Mom makes it!
- Butterlys’ Knives: The Professional Choice!
- 4 out of 5 people choose VITALISE for effective pain relief
Ethos, Pathos, or Logos?

- Dynamic Security: We keep your family safe!
- Shineywhite Mouthwash: Recommended by dentists!
- If you want value for your money, then buy KING’S ALLSOFT TOILET PAPER
Ethos, Pathos, and Logos in Advertising

- As you watch the following ads, note what rhetorical strategy or strategies are being used
  - Why is it that strategy?
  - What effect does that strategy or strategies have on the consumer?
Choose one prompt below to persuade someone. Tell what strategies (Ethos/Pathos/Logos) you used to persuade.

- You are trying to convince your classmates to donate $5 to a charity that helps abused animals.
- Your principal has cancelled Homecoming. You are trying to persuade her to reconsider.