

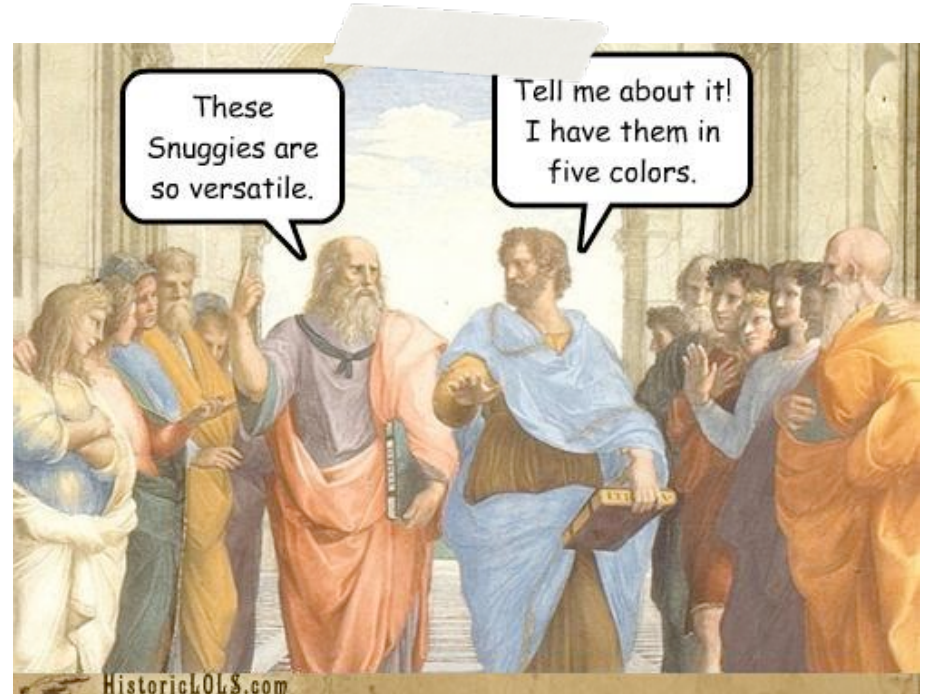
The Rhetorical Appeals

(essay prep)

Ethos, Pathos, & Logos

What is Rhetoric?

- “The faculty of observing in any given case the available means of persuasion”
- Aristotle
- In other words, the art of persuading through speaking and writing.!



Which is more persuasive?

1

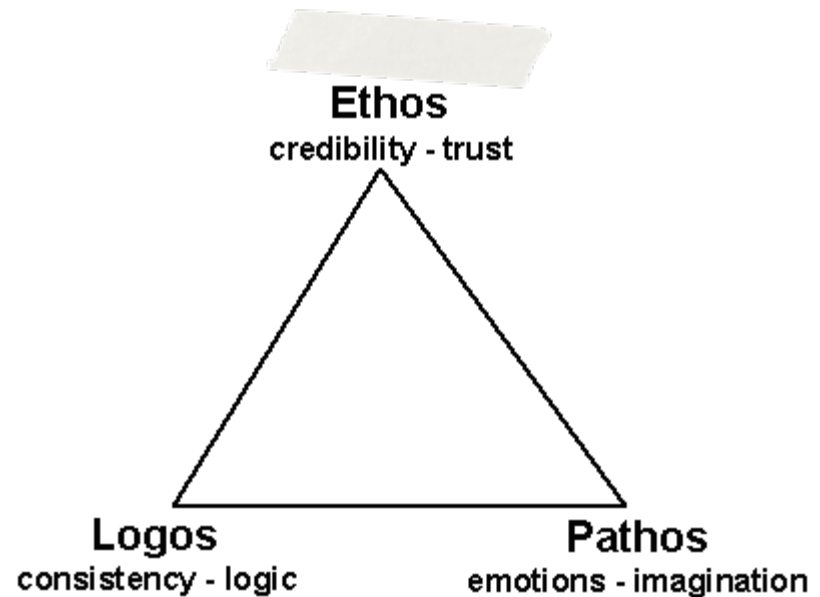
Adults should give teenagers more freedom. Grown-ups just hate kids and are power tripping all the time. It's lame. We're responsible and they just don't know it because they don't ever pay attention to the stuff we're good at. They're always talking about the stuff we're bad at.

2

Adults should give teenagers more freedom. Some adults may think that teenagers would all make bad choices if they let up on the rules, and in some cases, that is true. But for the most part, all the teenagers I know only defy adults because they feel adults do not trust them. If adults took a small step away from the rules now and then, they may be surprised with the results.

Tools that we use to persuade:

- Ethos
- Pathos
- Logos

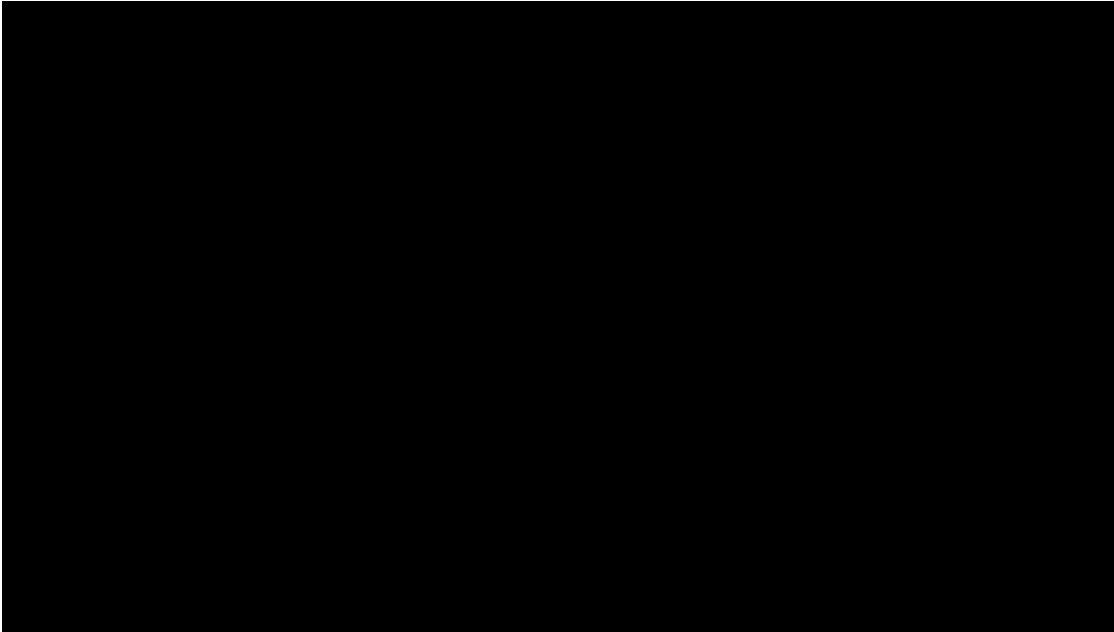


Ethos

- Comes from the Greek meaning character.
- Establish trust and credibility with the audience.
- Make yourself an authority on the topic.
- Making yourself likeable and worthy of trust



Ethos Example:



- This advertisement is trying to persuade me to...
- This advertisement uses **Ethos** by...

Pathos

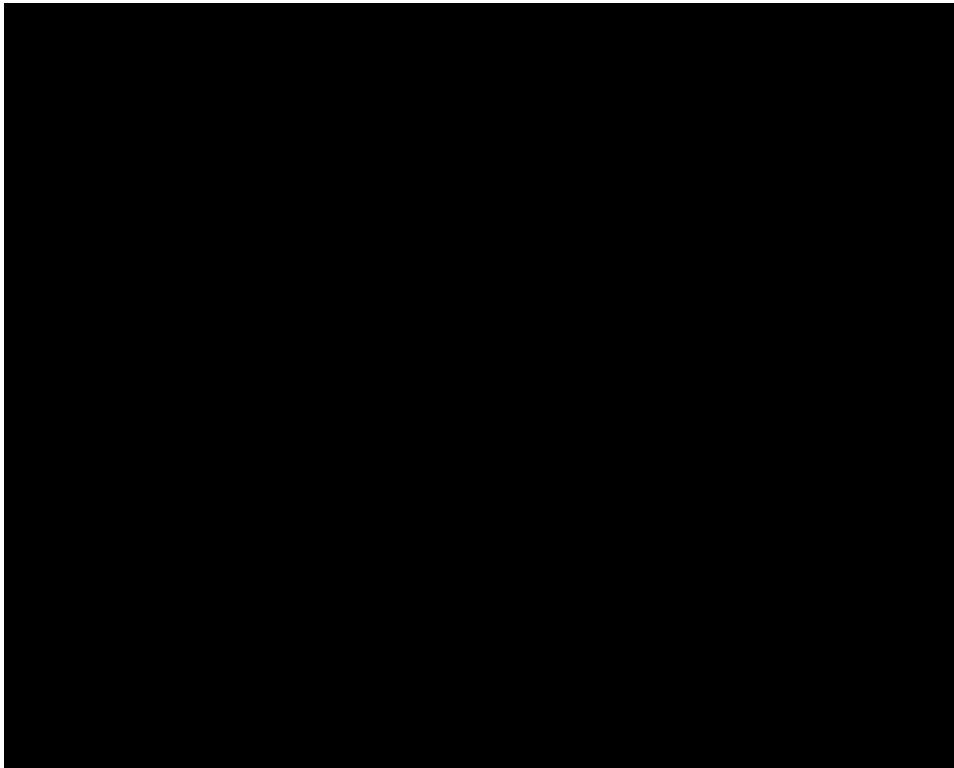
Comes from the Greek meaning emotion.

Getting the audience to **feel** how you feel about a topic.

Common techniques:
Images, music, tone.



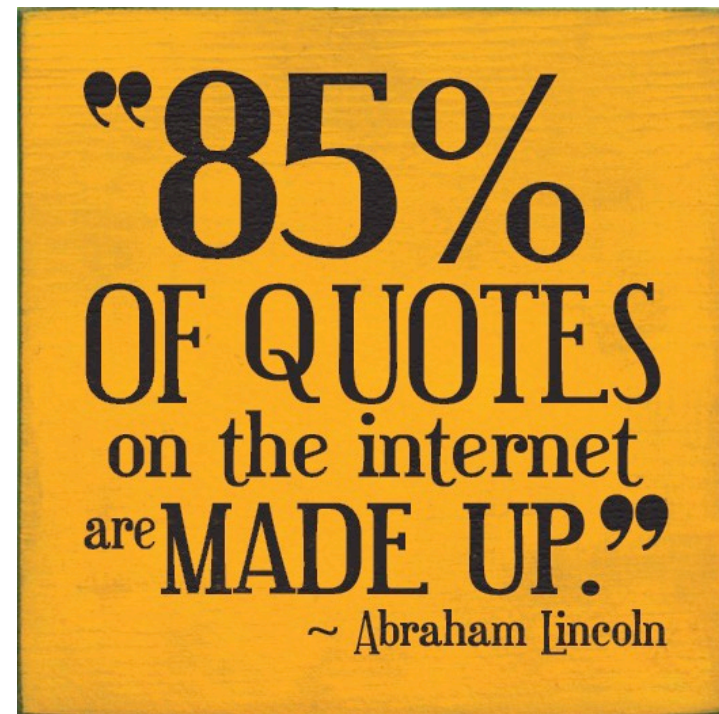
Pathos Example:



- This advertisement is trying to persuade me to...
- This advertisement uses pathos by...

Logos

- Logos comes from the Greek word meaning Logic.
- Using reasoning.
- Common techniques: statistics, facts, data, numbers, legitimate research.



Logos Example:



- This advertisement is trying to persuade me to...
- This advertisement uses logos by...

Mandy Moore Commercial

- ④ This advertisement uses ethos by...
- ④ This advertisement uses pathos by...
- ④ This advertisement uses logos by...

