

# Argument Appeals

Year 10 Speaking

# The Three Persuasive Appeals

# Ethos

The ethical appeal: meant to convince an audience of the author's credibility or character.

Ethos is the word that is used to describe the guiding beliefs or ideals that characterize a community, nation, or ideology. When your argument is appealing in terms of the 'ethos' of your audience, they are more likely to side with you.

An author would use ethos to show to his audience that he is a credible source and is worth listening to. Ethos is the Greek word for "character." The word "ethic" is derived from ethos.

Ethos can be developed by choosing language that is appropriate for the audience and topic (this also means choosing the proper level of vocabulary), making yourself sound fair or unbiased, introducing your expertise, accomplishments or pedigree, and by using correct grammar and syntax.

# Pathos

The emotional appeal, means to persuade an audience by appealing to their emotions.

Authors use pathos to invoke sympathy from an audience; to make the audience feel what the author wants them to feel. A common use of pathos would be to draw pity from an audience. Another use of pathos would be to inspire anger from an audience, perhaps in order to prompt action. Pathos is the Greek word for both “suffering” and “experience.” The words empathy and pathetic are derived from pathos.

Pathos can be developed by using meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings.

# Logos

The appeal to logic, means to convince an audience by use of logic or reason.

To use logos would be to cite facts and statistics, historical and literal analogies, and citing certain authorities on a subject. Logos is the Greek word for “word,” however the true definition goes beyond that, and can be most closely described as “the word or that by which the inward thought is expressed” and, “the inward thought itself” (1). The word “logic” is derived from logos.

Logos can be developed by using advanced, theoretical or abstract language, citing facts (very important), using historical and literal analogies, and by constructing logical arguments.

# Ethos, Pathos and Logos Advertisements