

Aristotelian Appeal

Logos, Ethos, and Pathos

Whenever you read an argument you must ask yourself, “*Is this persuasive? If so, why? And to whom?*” There are many ways to appeal to an audience. Among them are appealing to **logos**, **ethos**, and **pathos**. These appeals are identifiable in almost all arguments.

To Appeal to _____ (_____):

Types of Logos _____

Effect on _____

How to ____ about it

- Theories/scientific facts.
- Indicated meanings or reasons (because...)
- Literal or historical analogies
- Definitions
- Factual data and statistics
- Quotations
- Citations from experts and authorities
- Informal opinions
- Examples (real life examples)
- Personal anecdotes

- Evokes a cognitive, rational response.
- Readers get a sense of, “Oh, that makes sense,” or “Hmm, that really doesn’t provoke anything.”

- The author appeals to logos by defining relevant terms and then supports his claims with numerous citations with authorities.
- Scientists and expert testimony are convincing logical appeals.

To develop or appeal to _____ (_____):

Way to _____ ethos

Effect on _____

How to ____ about it:

- Authors profession/background
- Authors publication
- Appearing sincere. Fair minded, knowledgeable
- Conceding to opposition where appropriate
- Morally/ethically likeable
- Appropriate language for audience and subject
- Appropriate vocabulary
- Correct grammar
- Professional format

- Helps the reader to see the author as reliable, trustworthy, competent, and credible.
- The reader might respect the author of his/her views.

- Through his use of scientific diction, the author builds his ethos by demonstrating expertise.*
- The author develops her ethos by demonstrating to readers that she is sympathetic to the struggles minorities face.*

Name _____

Hour _____

To Appeal to _____ (_____):

Types of Pathos _____

Effect on _____

How to _____ about it

- Emotionally loaded language
- Vivid description
- Emotional examples
- Anecdotes, testimonials, or narratives about emotional experience or events
- Figurative language
- Emotional tone (humor, sarcasm, disappointment, excitement, somber, etc.)

- Evokes an emotional response.
- Persuasion by emotions (usually by evoking fear, sympathy, empathy, and/or anger.

- When referring to 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 emotional*

