

# Quick Write! (2 minutes)

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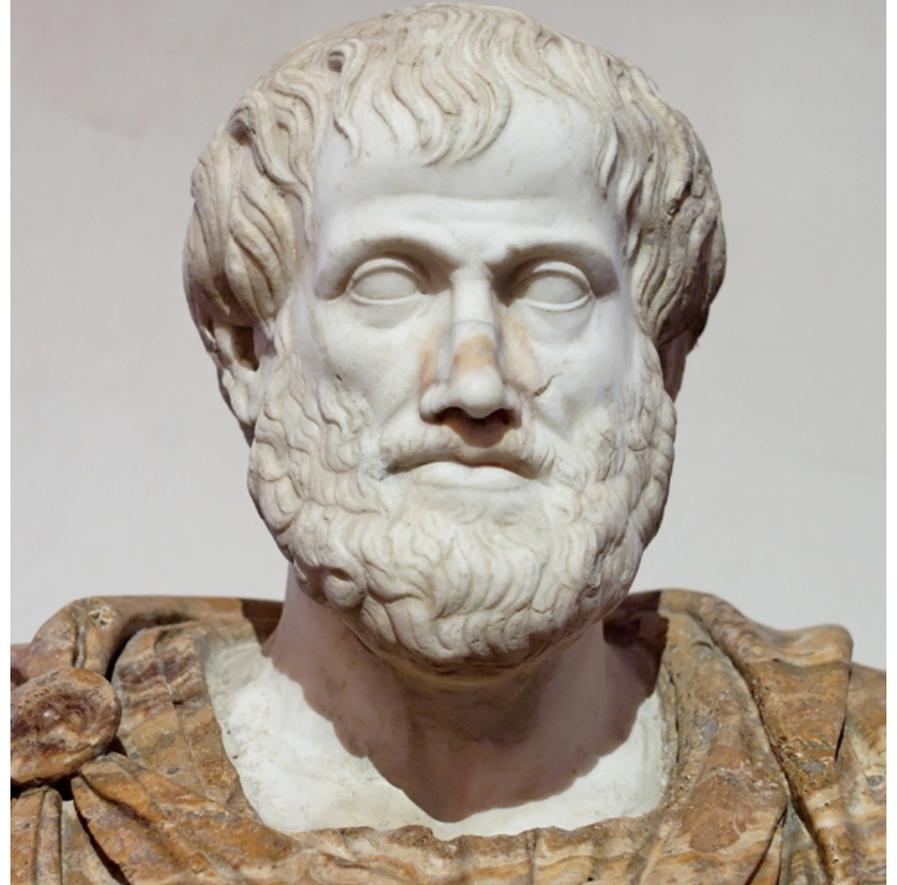
- What is rhetoric?
- Why do we use **Ethos**, **Pathos**, and **Logos**?
- How do we use:
  - **Ethos**?
  - **Pathos**?
  - **Logos**?

# Rhetorical Devices: Ethos, Pathos, Logos

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- Rhetoric: “the art of effective, persuasive speaking or writing”
- **Ethos, Pathos, and Logos** are terms **coined by** the Greek Philosopher **Aristotle** (*they are also known as the Aristotelian Appeals*)
- Ethos, Pathos and Logos are **three ways in which to effectively persuade an audience**

LOGOS  
ETHOS  
PATHOS



What are the different ways in which the speaker convinces you to buy Old Spice.

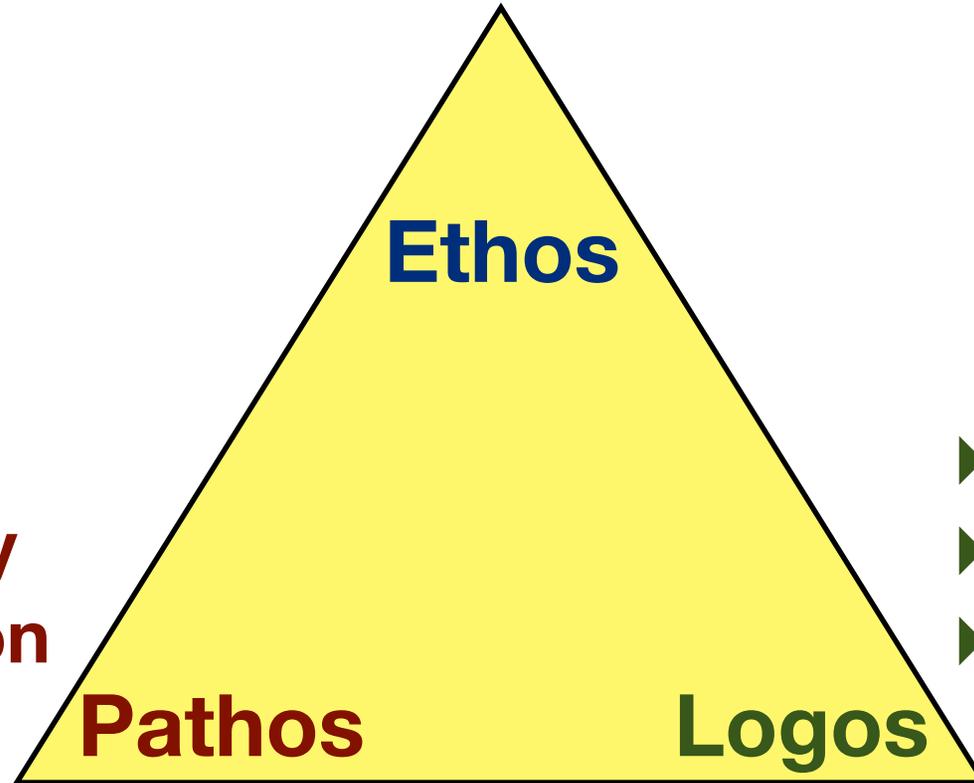
- What does he say?
- How does he say it?
- Why should we believe him?

BUT FIRST -  
LET'S WATCH TV!!!

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- ▶ **Trustworthiness**
- ▶ **Credibility**
- ▶ **Character**



- ▶ **Emotion**
- ▶ **Sympathy**
- ▶ **Imagination**

- ▶ **Consistency**
- ▶ **Reasoning**
- ▶ **Logic**

Developing and Appealing to:  
Ethos, Pathos, Logos

Where did we see Ethos,  
Pathos, and Logos in the  
“Old Spice” Commercial?

# **ETHOS:** How an author builds credibility & trustworthiness

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- **Effect on Audience:**  
**Evokes trust in author/speaker** as reliable, competent, and credible.
- **How to Use It:**  
**Establish strong character and/or reference ideas from credible experts**

- **Ways to develop Ethos:**
  - Speaker's profession / background
  - Speaker's publication
  - Appearing sincere / fair
  - Appearing knowledgeable
  - Being morally and ethically likable
  - Appropriate vocabulary and correct grammar

# ETHOS: How an author builds credibility & trustworthiness

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**How does this ad build credibility & trustworthiness?**

# **PATHOS:** Words or passages a speaker uses to activate emotions

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- **Effect on Audience:**  
**Evokes an emotional response;** persuades by fear, sympathy, sex-appeal, comedy, etc.
- **How to Use It:**  
**Hold the audience's attention by appealing to their emotions**

- **Ways to develop Pathos:**

- Emotionally loaded language
- Vivid descriptions
- Anecdotes, testimonies, or narratives about emotional experiences
- Emotional tone  
(ex: humor, sarcasm, disappointment, excitement, etc.)

**PATHOS:** Words or passages a speaker uses to activate emotions

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**How does the ad activate our emotions?**

# LOGOS: The reasoning and logical evidence that the speaker uses

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- **Effect on Audience:**

Evokes a cognitive, rational response;  
**appeals to common sense**

- **How to Use It:**

**Prove that you are right by using facts and statistics, defining relevant terms, and making clear arguments**

- **Ways to develop Logos:**

- Factual data & statistics
- Theories / Scientific facts
- Definitions
- Quotations
- Literal or historical analogies
- Real life examples
- Informed opinions
- Citations from experts & authorities

# LOGOS:

The reasoning and logical evidence that the speaker uses

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How does the ad use reasoning and logical evidence?