Ethos, Pathos and Logos

1. Ethos = an ethical or moral argument
2. Pathos = an emotional argument
3. Logos = a logical argument
Ethos

• The word "ethos" came from the Greek word ethikos meaning moral or showing moral character. Aristotle contends that a speaker must establish moral credibility in the minds of the audience at the beginning of his or her speech. In order to do so, the speaker must show that he or she has expertise in the subject matter of the speech and that he or she is disconnected from topic (i.e., the speaker does not and will not have a direct interest or an ulterior motive for convincing their audience).

For example, when a trusted doctor gives you advice, you may not understand all of the medical reasoning behind the advice, but you nonetheless follow the directions because you believe that the doctor knows what s/he is talking about.
Ethos = an appeal to ethics

- Ethos: Ethos is related to the English word ethics and refers to the trustworthiness of the speaker/writer.
- Ethos is an effective persuasive strategy because when we believe that the speaker does not intend to do us harm, we are more willing to listen to what s/he has to say.
- Likewise, when a judge comments on legal precedent audiences tend to listen because it is the job of a judge to know the nature of past legal cases.

For example, professional football players have established their credibility in sports by playing in the NFL. If LT tells us that VIZIO is the best plasma television for watching the game, we believe that he knows what he is talking about.
Pathos = an emotional argument

- An effective use of pathos will alter the mindsets of the audience through the use of emotional appeal.
- Both words and pictures can achieve this appeal. In this picture, Haitian children are collecting water. Children and adults spend all day digging for water because most of Haiti does not have access to water.
Pathos

- Whenever you accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim, you are acting on pathos.
- Those who wish to persuade you will play with your emotions. They may persuade you with fear, love, patriotism, guilt, hate or joy.
- A majority of arguments in the popular press are heavily dependent on appealing to your emotions. We, as a society, should not react to emotional arguments without fully considering all of the facts.
- Although the use of pathos can be manipulative, it is the cornerstone of moving people to action and it will continue to be used again and again.
- Appeals to pathos touch a nerve and compel people to not only listen, but to also take the next step and act in the world.
Rescued: Saving Animals from Disaster
Life-changing Stories and Practical Suggestions

Allen & Linda Anderson
Foreword by John Ensign, U.S. Senator

An Inconvenient Truth
We're all on thin ice.

In Theaters May 24
www.climatecrisis.net

Verheerender Zyklon in Bangladesh
- bitte helfen Sie!
Logos: means logic

- Logos refers to any attempt to appeal to the intellect.
- The audience relies on reasoning and facts to make its decision. Numbers, polls and statistics are also examples of the persuasive use of logic.
Logos

Let us begin with a simple proposition: What democracy requires is public debate, not information. Of course it needs information too, but the kind of information it needs can be generated only by vigorous popular debate. We do not know what we need to know until we ask the right questions, and we can identify the right questions only by subjecting our ideas about the world to the test of public controversy. Information, usually seen as the precondition of debate, is better understood as its by product. When we get into arguments that focus and fully engage our attention, we become avid seekers of relevant information. Otherwise, we take in information passively—if we take it in at all.

Christopher Lasch, "The Lost Art of Political Argument"
For each one of the following slides, put the name of the slide, which appeal is being implemented, and evidence to support your claim (details, quotes, ideas, comparisons, etc.).

Example:

- Slide: The doctor
- Appeal: Ethos
- Evidence: We trust doctors because they have established credibility in the medical field due to their years of education and experience.
Beyoncé

Ethos, Pathos, or Logos?
Michelin Baby

Ethos, Pathos, or Logos?
World Wildlife Fund

Ethos, Pathos, or Logos?
Seat Belt Ad

98% of people click. 35% of road deaths don’t.

98% OF PEOPLE CLICK

5% OF ROAD DEATHS DON’T

Ethos, Pathos, or Logos?
Mac vs PC

Why you’ll love a Mac.

Why upgrade to Vista when you can upgrade past it?

If upgrading to Vista means buying a new computer, there’s a better way: get a Mac. It’s simpler, more powerful, and a lot more fun.

I’m a PC.

I’m a Mac.

Ethos, Pathos, or Logos?
Ethos, Pathos, or Logos?
Time Magazine Soldier

Ethos, Pathos, or Logos?
Cultural Class Comic

Ethos, Pathos, or Logos?
In the following example, note how Ian Ayres uses evidence from experience (her work environment, Delta Airlines, the University of Chicago). This evidence establishes the precedent that Ayres uses to compare to the current situation that she argues should be changed.

- We don’t have single-sex toilets at home, and we don’t need them at the office. Then there’s also the small question of efficiency. I see my male colleagues waiting in line to use the men’s room, when the women’s toilet is unoccupied. Which is precisely why Delta Airlines doesn’t label those two bathrooms at the back of the plane as being solely for men and women. It just wouldn’t fly.

   -Ian Ayres, “Looking out for No.2”
Ethos Example

- In the following example, note how Nancy Mairs establishes her **credibility** and **trustworthiness** and **authority** to write about this subject by being **honest**. Mairs admits she is uncertain about her own **motives** and shows she understands the discomfort others’ have with this subject.

  People—crippled or not—wince at the word “cripple,” as they do not at “handicapped” or “disabled.” Perhaps I want them to wince. I want them to see me as a tough customer, one to whom the fates/gods/viruses have not been kind, but who can face the brutal truth of her existence squarely. As a cripple, I swagger.

  —Nancy Mairs, “On Being a Cripple”
Pathos Example

In the following example from a speech by Winston Churchill, note the use of anaphora (repetition of a word or group of words at the beginning of items in a series).

This repetition emphasizes the point and expresses passion and emotion. Moreover, the repetition affects the audience emotionally.

We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender.

—Winston Churchill, speech to the House of Commons, June 4, 1940
Presidential Acceptance Speech

• "I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

• Democratic Presidential Candidate Acceptance Speech by Barack Obama. August 28th, 2008.
I Have a Dream Speech

• "I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest -- quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed."

• I Have a Dream by Martin Luther King Jr. August 28th, 1963.
However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight.