

PATHOS, ETHOS, LOGOS

Appeals for Argumentation

Because “*Everything’s an Argument*”

PATHOS – Appeal to Emotion

All kinds of emotions apply:

- ♥ Love/affection
- ♥ Disgust/hatred/contempt
- ♥ Humor/“good times”
- ♥ Anger/frustration/rage
- ♥ Fear/anxiety/terror
- ♥ Sadness/grief/sorrow
- ♥ Joy/happiness/amusement
- ♥ Surprise/shock
- ♥ Apathy/disinterest
- ♥ Wonder/amazement/indecision
- ♥ Vanity/sense of “self”
- ♥ Etc.

Emotional connection
“builds bridges” – provides reader/audience connection.



PATHOS – Appeal to Emotion

- How does the ad appeal to emotion?
- Describe the ad.
- Explain and expand upon the emotional appeals used.
- Why/How could that help sell the product or service?

- Consider word choice (connotation), audience, and images.
- Note what magazine your ad is from and why that matters.

ETHOS – Appeal of Character/Credibility

- ✓ Is the narrator **trustworthy**?

Connection . . .

Tone . . .

Language used . . .

ALWAYS
audience
dependent!

- ✓ What **authority** does the narrator have?

Who are you/they?

What do you/they know?

Is that expressed overtly or through subtlety?

THIS is where **correctness** matters.

Photoshop PSD file download - Resolution 1280x1024 px - www.psdgraphics.com



- ✓ What are the narrator's **motives**?

What will the writer gain?

Why is the writer sharing?

Is there a personal investment?

ETHOS – Appeal of Character/Credibility

- How does the video project believability – credibility?
- Describe/ Explain the video.
- Explain and expand upon the ethical appeals used.
- Why/How could that help deliver the message?

- Consider word choice (connotation), audience, and images.

LOGOS – Appeal to Logic/Evidence

PROOF? What kinds?

- Statistics/Data
- Facts/Info
- Surveys/Polls
- Testimonial & Narrative

US culture places high value on logical evidence - not so everywhere...

Warning: Evidence can be falsified (now more than ever)

Be certain to evaluate sources, verify information, watch for spin on data, who conducted surveys, and that narratives are sometimes isolated stories.

“LOGICAL” ways to structure argument

- By Degree = more or less (or on a continuum)
 - Better or worse judgment
- By Analogy = extended comparisons
- By Precedent = how it has gone/been before (or somewhere else)

KAIROS – moment of opportunity

WHEN to use which appeal?

Dependent on:

GENRE

AUDIENCE

PURPOSE

CONTEXT

(and they overlap . . .)