

# 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 . . .

- ✓ 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.

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

  - What will the writer gain?

  - Why is the writer sharing?

  - Is there a personal investment?

ALWAYS  
audience  
dependent!



# 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 . . . )