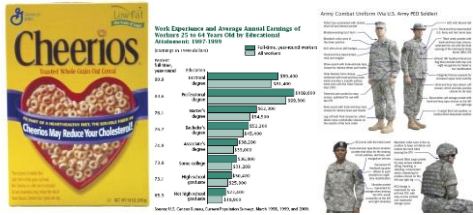


# Identifying Rhetorical Strategies: Logos, Pathos, and Ethos

*Rhetoric: The art of using language persuasively and effectively*

## Logos = Logic

The use of logic, rationality, and critical reasoning to persuade. Logos appeals to the mind. Logos seeks to persuade the reader intellectually.



### Some Examples of Logos

- Appeal to the mind/intellect
- Draw from philosophy and logic
- Facts
- Statistics
- If, then... statements
- Definitions of terms
- Explanation of ideas
- Cause and effect
- Details that come from objective reporting
- Logical reasons and explanations

## Pathos = Emotion

The use of emotion and affect to persuade. Pathos appeals to the heart and to one's emotions. Pathos seeks to persuade the reader emotionally.



### Some Examples of Pathos

- Appeal to the heart/emotion
- Draw from spirituality or religious traditions
- Stories or testimonials
- Personal anecdotes or stories
- Personal connections
- Imagery and figurative language that provokes an emotional response
- Visual images or words that inspire you to empathize or have compassion towards the idea/topic
- Powerful words, phrases, or images that stir up emotion
- Details that come from subjective reporting

## Ethos = Ethics and Credibility

The ongoing establishment of a writer's or speaker's authority, credibility, and believability as he/she speaks or writes. Ethos appeals to ethics and character. Ethos seeks to persuade the reader that the writer/speaker can be trusted and believed due to his/her noble character or ethical ways in which he/she is presenting ideas.



### Some Examples of Ethos

- Appeal to the writer's/speaker's believability, qualifications, character; relevant biographical information
- Use of credible sources (experts, scholars)
- Accurate citation of sources: gives credit where credit is due
- Experience and authority: person knows the issues and has experience in the field
- Appropriate language: uses language of the discipline
- Appropriate tone: knows the audience and context of situation
- Humility: is not arrogant
- Uses tentative yet authoritative language; avoids sweeping statements like "Everyone is doing this," "This is the *only* way," "This will *always* work." Instead says, "The research *suggests* that," "Some experts believe," "In my *experience*," etc.

4. The following passage is an example of \_\_\_\_\_:

"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.

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5. The following passage is an example of \_\_\_\_\_:

"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.

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6. The following passage is an example of \_\_\_\_\_:

"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."

"The Economic Outlook and Monetary Policy" by Ben Bernanke. August 27th, 2010.