

Logos, Ethos and Pathos

Whenever you read an argument you must ask yourself, "is this persuasive? And if so, to whom?" There are several ways to appeal to an audience. Among them are appealing to logos, ethos and pathos. These appeals are prevalent in almost all arguments.

To Appeal to Logic (logos)	To Develop Ethos	To Appeal to Emotion (pathos)
Theoretical, abstract language Denotative meanings/reasons Literal and historical analogies Definitions Factual data and statistics Quotations Citations from experts and authorities Informed opinions	Language appropriate to audience and subject Restrained, sincere, fair minded presentation Appropriate level of vocabulary Correct grammar	Vivid, concrete language Emotionally loaded language Connotative meanings Emotional examples Vivid descriptions Narratives of emotional events Emotional tone Figurative language
	Effect	
Evokes a cognitive, rationale response	Demonstrates author's reliability, competence, and respect for the audience's ideas and values through reliable and appropriate use of support and general accuracy	Evokes an emotional response