

Name \_\_\_\_\_ **Ethos, Pathos, Logos**



# The Art of Persuasion

The goal of a persuasive argument is to move others to take some action, or adopt a particular way of thinking or a belief. There are three main kinds of persuasive appeals:

- Ethos is an appeal to character (trustworthiness). Use ethos in situations where the credibility of the writer/speaker is key to persuading the audience.
- Pathos is an appeal to emotions. Use pathos in situations where an audience is likely to be moved by an emotional appeal.
- Logos is an appeal to logic and rationality. Use logos in situations where facts, statistics, etc. will be the most persuasive.

What do you want to persuade people to do?

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In making your argument, how can you appeal to:

**Your own  
credibility?**

**Their  
emotions?**

**Their  
reason?**