



ANSWERS

1. Ethos is an appeal to character (trustworthiness).

Use ethos in situations where the credibility of the writer/speaker is key to persuading the audience.

2. Pathos is an appeal to emotions.

Use pathos in situations where an audience is likely to be moved by an emotional appeal.

3. Logos is an appeal to logic and rationality.

Use logos in situations where facts, statistics, etc. will be the most persuasive.