



Argue Using Ethos

Ethos is a Greek word meaning character. The English word ethics, which has to do with right and wrong, is derived from it. In the context of making an argument, ethos means an appeal to character, for example, the trustworthiness of the writer or speaker. The more a reader or listener trusts and believes in a writer/speaker, the more likely they are to accept the writer/speaker's argument. You are using ethos when you write or say things that make your reader/listener think that you are knowledgeable and trustworthy.

DIRECTIONS: Think about a value or a behavior that is very important to you that you think others should share. Write a few sentences using ethos to convince others to agree with you.
