

# 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:** Read each situation. What words could you use in that situation to use ethos in your argument? Explain your choices.

Situation	Using ethos, what kinds of things would you say and why?
You are trying to convince your parents to let you go out with your friends on Saturday night.	
You are trying to convince your friends that a new band you want them to listen to is really great.	

