

Persuasive Techniques: Ethos

The Greek word *ethos* means character. It is the root of the English word ethics. As a persuasive technique, ethos is an appeal to character, to the reputation or trustworthiness of the person making a claim. If the reader or listener trusts and respects a writer/speaker, they are more likely to be persuaded by their argument. When you reference your own good reputation, beliefs, or intentions in an argument, you are using ethos.



DIRECTIONS: Think about a social responsibility you think that everyone should share. Write a few sentences using **ethos** to persuade someone to accept that responsibility.
