

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

Situation	How could you use ethos?
You would like your bedtime to be later.	
You want to convince a teacher to stop assigning homework.	