



The Tools of Persuasion: Ethos, Logos, & Pathos

Ethos: Speaker Credibility

- 2 Components:
 - Competence: How an audience regards a speaker's intelligence and knowledge of the subject
 - Character: How an audience regards a speaker's sincerity, trustworthiness, and the goodwill towards the audience

- How to Build Credibility:
 - Tell the truth
 - Keep the information in perspective
 - Resist personal attacks against those who oppose your ideas
 - Cite the source for all evidence

Logos: Evidence

- Can enhance your credibility
- "Inoculate" your listeners against counter-persuasion
- 2 Components:
 - Reasons: statements that answer why you should believe an idea or do something
 - Good reasons:
 - Can be supported
 - Are relevant to the proposition
 - Will have an impact on the intended audience

- Evidence: factual statements and expert opinions that will support your reasons
 - Good evidence is:
 - Credible
 - Recent
 - Relevant

Pathos: Emotional Appeal

- Intended to make your audience feel sad, angry, afraid, happy, proud, sympathetic, or nostalgic
 - Examples:
 - Emotionally charged language
 - Vivid examples
 - Sincerity and conviction
 - Appealing to the morals or values of your audience

Listeners (audience members) are persuaded because:

- They perceive the speaker as having high credibility (ethos)
- They are won over by the speaker's evidence (logos)
- Their emotions are touched by the speaker's ideas or language (pathos)