

## 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

Hasling, J. (1976). *The audience, the message, the speaker* (pp. 131- 132). New York: McGraw-Hill.  
Rhodas, K. (1997) *Everyday Influence*. [www.workingpsychology.com](http://www.workingpsychology.com)  
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- **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)