Ethos, Logos, Pathos

Elements of Persuasion in
“Speech to the Virginia Convention”

In Notebook: Notes (Patrick Henry, continued)
Info on slide 3 and slide 14 should be recorded

Intro Video Clip from Shmoop.com
The Rhetorical Triangle

We think of an argument as a triangle for a couple of reasons:

• A triangle gives a sense of interdependence. All three aspects of the argument play an equal part.

• A triangle is undivided; ethos, logos, and pathos are inseparable from one another and often blend together.
The Rhetorical Triangle cont.

*Record this info in your notes*

**Ethos:** the argument’s appeal based on the qualifications of the speaker; trustworthy, knowledgeable, respected

**Pathos:** the argument’s appeal to the audience through emotion or shared values and beliefs

**Logos:** the appeal of the argument itself—its logic, its consistency, its reasonability; FACTS
Ethos

Ethos is the Greek word for “character.” In order to convince people to agree with you, you need to establish that you are worth listening to. If your audience thinks you are trustworthy, knowledgeable, likeable, and respectable, they will tend to believe what you are saying. The impression you make is just as important as the information you present.

For example:

- Expert or celebrity endorsements on products.
- A teen’s argument with his parents that he be allowed to do something because the teen has never been in trouble.
Ethos is... **trustworthiness** as perceived by your audience

Ethos is... **similarity** to your audience

Ethos is... **reputation** (expertise) relative to your topic

Ethos is... **authority** relative to your audience
Ethos cont.

Ethos, like all three parts of the rhetorical triangle, intermingles with the other two parts—a paper with a strong logos (consistency, logic) will also have a positive effect on the writer’s ethos.
Logos

- Logos refers to the appeal of the argument itself:
  - Are the claims reasonable?
  - Does the evidence/facts support the claims well?
  - Does the speaker make logical conclusions?
  - Does she or he address counter-arguments or other opinions and points of view?

- EXAMPLE: If/then statements. If you don’t pass the driving exam, then you won’t get your license.
A "Quality" Experience

One key difference between marketing from DIRECTV and DISH is that the former tends to stress the "quality" of the subscriber experience.

Does this really make a difference? Consider this: In the San Francisco DMA - the wealthiest in the nation, DIRECTV outdraws DISH by nearly two to one.

Source: MediaCensus © MediaBiz 2010
The BRIDGE 2010
Pathos

Pathos means appealing to the audience’s emotions. If you can inspire an emotional connection with your audience, get them to feel what you feel, such as anger or pity or sympathy, they are more likely to agree with your position.

For example:

• Political ads that show politicians kissing babies.
• Ads for animals with a sad song in the background.
# Advertisement as a form of Argument

<table>
<thead>
<tr>
<th>Ethos</th>
<th>Pathos</th>
<th>Logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>A form or argument based on character or authority.</td>
<td>A form or argument based on emotions: Fear, desire, sympathy, anger...</td>
<td>A form or argument based on logic, facts and figures.</td>
</tr>
</tbody>
</table>

**How to identify Ethos in Ads:**
1. endorsed by a celebrity
2. by someone in a uniform
3. by professional looking people.

**How to identify Pathos in Ads:**
1. Fear: “Get this or else.”
3. Empathy: sad kids or cute dogs
4. Hunger: Awesome looking food that looks way better than it does in real life.

**How to identify Logos in Ads:**
1. Facts
2. Percentages
3. Lots of words & information
4. Charts and figures

This ad is an example of Ethos because it has a famous person selling mascara. It’s julia Roberts.

This ad is an example of Pathos because we feel sympathy for the sad looking dog. They are selling me dog food.

This ad is an example of Logos because it has different plans listed with different prices so it’s telling me facts about the phone.
What’s the Point?

To show that ethos, logos, and pathos work together to form credible and effective arguments…

Where do you see ethos, pathos and logos in “Speech to the Virginia Convention?” Using the PDF of the text, highlight the text using the following colors:

Ethos – highlight in **YELLOW**

Logos – highlight in **BLUE**

Pathos – highlight in **GREEN**
Next Steps…

• Effectiveness of Persuasive Techniques

• Look over the highlighted sections. Choose the TWO statements, phrases, parts that you felt were the most persuasive, most convincing.

  1) Copy each text reference onto a separate notecard.
  2) Under the text reference, identify the technique type (ethos, logos, pathos).
  3) Explain what Patrick Henry is saying in this text reference and why it’s effective.
  4) In pod, put text references in order from MOST Persuasive to Least Persuasive. Discussion should occur.
Next steps continued...

5) In your notebook, summarize your discussion. Did you agree? Was the same text reference selected by most podmates? Which type was selected most often? Which type was selected as most persuasive? Was this surprising? What else did you notice?

If you are absent, in your notebook, answer questions 1-3. Then write absent for question 5.
Connections to today…

• Activity: Analysis of several Tweets
  – Handouts