

# Ethos, Pathos, and Logos

- Ethos, Pathos, and Logos are three persuasive techniques used in rhetoric.
- Each technique appeals to a different aspect of human psychology, making them effective tools for convincing an audience.

## Logos



Logos appeals to the audience's logic and reason.

Examples of logos include:

- A scientist presenting data to support their research findings
- A lawyer using evidence to support their argument in court
- A business presentation using statistics to demonstrate the potential success of a new product

Ethos appeals to the credibility and trustworthiness of the speaker.

Examples of ethos include:

- A doctor speaking about the benefits of a certain medication
- A celebrity endorsing a new product
- A politician citing their experience and qualifications

## Pathos



Pathos appeals to the emotions of the audience.

Examples of pathos include:

- A charity advertisement showing images of suffering animals or people
- A political speech using powerful and emotive language to inspire a sense of patriotism
- A commercial using humor to create a positive emotional response

By using a combination of these techniques, speakers and writers can effectively persuade their audience to take action or change their beliefs.

## Ethos



# Advertisement Essay Ethos Pathos Logos

**RS Peters**

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