Ethos, Pathos, and Logos

*Ethos* is the Greek word meaning “character”. In terms of language it is an **appeal to authority and credibility**. *Ethos­* is a means of convincing an audience of the reliable character or reliability of the speaker/writer, or the credibility of the argument.

Ex – As a doctor, I can say that this product will certainly improve your health.

*Pathos* is a Greek word meaning “suffering” or “experience” and it is used in persuasive speech as an **appeal to the emotions** of the audience. *Pathos* is a way of creating a persuasive argument by evoking an emotional response in the audience/reader.

Ex – If you don’t buy this life insurance, you are letting your family down.

*Logos* is the Greek word meaning “reason”. In rhetoric, it is an **appeal to logic and reason**. It is used to persuade an audience by logical thought, fact and rationality.

Ex – It’s a fact that smoking causes cancer. Therefore, if you don’t want cancer, you shouldn’t smoke.