

Name: _____

Period: _____

Date: _____

BEING PERSUASIVE: LOGOS, PATHOS, & ETHOS

	LOGOS	PATHOS	ETHOS
Definition & Explanation	Appeals to: reason, logic, “the head,” intellect, intelligence	Appeals to: emotions, feelings, “the heart”	Is based on: character, credibility, reputation
Specific Strategies (Use these!)	<ul style="list-style-type: none"> • Facts, statistics, proofs, data • Definitions • Logic • Reasons • Expert/authoritative testimony • Compare/contrast • Quotations • <u>Informed</u> opinions 	<ul style="list-style-type: none"> • Anecdotes (short stories) • Word choice (vivid, emotional, pack-a-punch words) • Narratives (longer stories) • Connotation & Association • Personal experiences • Descriptions that evoke emotion 	<ul style="list-style-type: none"> • Being knowledgeable (connects to LOGOS) • Being “known” and trustworthy • Showing that you, as the speaker, have <i>real experience</i> with the subject • Respecting other opinions • Being honest & real (voice) • Being reasonable • Making concessions (acknowledge other points of view) • Appropriate grammar, vocabulary, etc.
When done well ...	The audience has all the information and feels that the argument is rational, logical, reasonable, and intelligent.	The audience can visualize examples and situations and becomes emotionally connected to and invested in the argument.	The audience sees the author/speaker as reliable, competent, respectful, sincere, and thoughtful.
Major Pitfalls (AVOID THESE!)	<ul style="list-style-type: none"> • <u>Only</u> using LOGOS • Opinions that sound like facts but aren’t • Stretching the truth or manipulating facts • Complicated, confusing, or irrelevant lists of facts that aren’t explained or connected to your argument • Weak sources or non-experts used for testimony • Quotations that “Tell” rather than “Show” • Not balancing facts with your interpretation – facts are useless without your opinion about them, and opinions are useless without facts to back them up 	<ul style="list-style-type: none"> • <u>Only</u> using PATHOS • Sappiness, cheesiness, or any other “over the top” emotion • Guiltting the audience into agreeing with you • Threatening, bribing, begging, pressuring, or whining – all of these are annoying and disrespectful (see ethos) • Not balancing passion and professionalism: you should be passionate and get riled up about your topic, but always in a professional, cool, calm, collected way 	<ul style="list-style-type: none"> • <u>Only</u> using ETHOS – in other words, relying <i>too much</i> on a reputation. Don’t insult intelligent, unique people by suggesting that they should do something just because someone “cool” does • Ignoring audience’s perspectives on the topic • Not knowing your topic inside and out – all angles, counterarguments, etc. • Not balancing formality and personality: you should be yourself, but in an appropriate, professional, intelligent way.

Examples Using Logos, Pathos, Ethos

Topic: Is Soccer the Best Sport?

LOGOS

Part of why soccer is the best sport is because it is an incredibly popular sport. The USA alone has more registered soccer players than any other country in the world—close to 18 million—and 78% of US soccer players are under the age of 18. In addition, during the 1990s, soccer was the fastest growing high school and college sport. It was during this decade that the United States hosted the 1994 World Cup – the biggest soccer tournament in the world – and in 1996 saw the formation of the United States Major League Soccer. Soccer’s growth over the years, coupled with the sheer numbers of soccer players, clearly shows its popularity in the United States.

PATHOS

The crisp fall air nips at our noses as we set off, jogging laps around the soccer field’s perimeter. Our black Adidas cleats dig into tufts of grass still wet with this morning’s dew. Kristin, our captain leading the run, begins to call out our ritual cheer and we respond in cadence. The other team has arrived and the eye us with uncertainty. Our all black warm up outfits, professionally labeled with our numbers and last names, give us the appearance of a black storm rolling by the goal posts. With a signal from Kristin’s hand, we turn in to the center of the field and form a team huddle, shafts of sunlight streaking through the large maple and dotting our faces. I look around. We are a team. We are a force. We are soccer players. And nothing is better than this.

ETHOS

It is an unfortunate truth that soccer will never be deemed the best sport as it will never be fully embraced in America. Admittedly, I thoroughly enjoy soccer—my passion for the sport born at the young age of six when my parents signed me up for the local John Smith soccer league. From that time on, soccer was my sport, and I played it year-round joining fall and spring teams, finding indoor soccer leagues, and illegally joining club teams even while I played for my high school soccer team. During the summer before my junior year of high school, my teammates and I sold programs at the FIFA World Cup games being held at the “old” Patriot’s Stadium in Foxboro. The roar and energy of the crowd dwarfs that of Red Sox Nation. I am no stranger to soccer, and yet, I firmly believe mainstream America will never embrace this game.