Aristotle’s Appeals: Ethos, Pathos, and Logos

When you write an argument, you can connect with your audience logically, emotionally, and ethically. By using a combination of these strategies known as “appeals”—logos, pathos, and ethos—you can effectively persuade your reader.

**LOGOS(“logic”):** Persuade your readers by using logical reasoning.

Logos is the strategic use of claims supported by effective evidence and reasoning. Especially important are the clarity of your claim, the logic of your supporting points, and the relevance of your supporting evidence. Logos is your key to creating a strong argument.

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| Do the following: | Avoid the following: |
| 1. Create clear claims 2. Qualify your claims, when necessary: (for example, use “some” and “often” rather than “all” and “always”) 3. Create valid reasoning (commentary or warrant) about the evidence that you present 4. Provide strong evidence (facts, statistics, personal experience, expert testimony, interviews, observations, anecdotes , etc.) 5. Acknowledge the opposition and respond to opposing views | Claims that are too general or vague  Reasons that do not relate logically to the claim  Misusing evidence—for example, presenting evidence that does not accurately represent an author’s views  Weak or absent commentary or warrant  Ignoring important evidence  Ignoring opposing viewpoints   1. Logical fallacies |

**PATHOS(“emotion”):** Persuade your readers by connecting with their feelings and imagination.

Pathos can be a powerful appeal to add to your argument. For example, if you have used statistical evidence (logos) to support a claim(which may be persuasive, but somewhat dry), you can add descriptions, case studies, and visual images to show your readers the human and emotional impact of the issue you are discussing. Excessive use of pathos, however, can mislead readers or attempt to hide an argument that lacks logos—as in some commercial and political advertisements.

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| Do the following: | Avoid the following: |
| Use pathos to reinforce logos, not substitute for it  Use images , descriptions, and case studies to create an emotional connection to your reader  Present the above in a fair manner—not to conceal or deceive your reader  Appeal to your reader’s appreciation of idealism, beauty, compassion for others, nostalgia, and humor. | Pathos that substitutes for relevant evidence and clear, logical reasoning  Manipulation of the reader’s emotions through appeals to their patriotism, fear, hate, prejudice,  pity...  Over simplified, unthinking reactions to complex problems  Use of stereotypes or prejudices that pit one group against another |

**ETHOS (“credibility”):** Persuade your readers through your credibility as a writer. Ethos is essential to a persuasive argument. Through the ethical appeal, you demonstrate that you are fair, thoughtful, open-minded, honest, and knowledgeable. Your reader will sense that you are trustworthy and credible.

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| Do the following: | Avoid the following: |
| Show that you are well-informed about the topic—that you have researched broadly and used the best sources from experts  Show that you are confident about your position but understand the reader’s concerns  Show that you are willing to listen to other views and present them to your reader  Demonstrate that you are sincere and honest  Show that you are responsible by representing others’ views accurately and fairly | Dishonesty  A close-minded approach  Lack of fairness  Distorting or misrepresenting information  Use of insults (ad hominem fallacy) to degrade those who hold opposing views  Ignoring opposing views  Insufficient research on the topic/issue  Lack of citations in your essay  Use of sources that are biased or outdated  Use of sources that do not cite studies or provide a list of references |

Adapted from the University Writing Center (UCW) at the University of Central Florida

<http://pegasus.cc.ucf.edu/~uwc/Writing%20Resources/Handouts/appeals.htm>