

NAME \_\_\_\_\_

CLASS \_\_\_\_\_

### MINILESSON 2:

## I UNDERSTAND THE ELEMENTS OF PERSUASION: ETHOS, PATHOS, AND LOGOS

How are we persuaded? Sometimes we don't even know! Chances are, though, that we are persuaded by the use of ethos, pathos, and/or logos.

These are the three elements that Aristotle, a Greek philosopher who lived over 2,000 years ago, identified as the fundamentals of an argument.

What are they?

### ETHOS

Ethos refers to the credibility (ethics) of the speaker. It is how the audience reacts to the speaker.

Ask yourself:

- ✓ Does the speaker (or writer) appear to be wise, trustworthy, and honest?
- ✓ Is the speaker an authority on the topic?
- ✓ Does the speaker support ideas with facts?

### PATHOS

Pathos refers to the emotional appeal of a topic. How does the audience respond to what the speaker is saying?

Ask yourself:

- ✓ What emotional reaction am I having to the speaker? How am I responding?
- ✓ Is the speaker trying to make me feel sad, angry, fearful?
- ✓ Is this used too much? Do you feel manipulated?

### LOGOS

Logos refers to the logic and reasoning a speaker uses. This means both the way material is presented (logic) and the facts or information (reasoning).

Ask yourself:

- ✓ How is the speaker using facts?
- ✓ How is the speaker using logic?
- ✓ Is there enough detail and specific information or has the speaker over-generalized?

### LOOKING AT THEM TOGETHER

Ethos – focus on the credibility of the **SPEAKER**

Pathos – focus on the emotional appeal to the **AUDIENCE**

Logos – focus on the construction and elements within the **WRITING**

Using these three elements will make your writing more persuasive and effective.

Directions: Use these notes to help you identify ethos, pathos, and logos on the next page.

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I UNDERSTAND THE ELEMENTS OF PERSUASION: ETHOS, PATHOS, AND LOGOS

Directions: Read the passage below and identify ethos, pathos, and logos.

What do you notice in each of the paragraphs below? How does the student use ethos, pathos, and/or logos? You may find more than one example.

Do you own a pet? If so, then it is probably a dog or cat. They are the most common pets, and they are wonderful companions. However, perhaps you'd like a pet that is a little different. You might be looking for a pet that your friends and neighbors will talk about. Perhaps you want the kind of pet that will feel comfortable in your backyard. Maybe you are looking for a pet that will scare away strangers. If you want a pet that is really unusual, you should get a pet warthog.

- Ethos
  - Pathos
  - Logos
- How do you know this?

Technology has made amazing advances in our lives. We can research questions by just asking our phones, we can check the weather to make sure we're dressed appropriately, we can find out our homework, and we can communicate with our families. If our phones are so great and have so many wonderful uses, why can't we use them in school?

- Ethos
  - Pathos
  - Logos
- How do you know this?

Remember how much fun recess was when you were in third grade? We jumped rope and played games in the fresh air. It was fun to be running around with our friends! But then, we went to middle school. No more recess. What?? Even though we're older, we still need to run around in the fresh air with our friends and enjoy playing games.

- Ethos
  - Pathos
  - Logos
- How do you know this?