

The Art of Persuasion: Pathos, Logos, Ethos



What is Rhetoric?

--The art of _____ ideas.

What does it have to do with persuasion?

It's _____ you present your arguments.

Rhetoric is

- _____
 - It has a _____: The occasion or time and place it was written or spoken
 - It has a _____: The goal that the speaker or writer wants to achieve

Rhetorical Triangle (draw and label below)

Rhetorical Appeals (draw and label three-circle diagram below)

Ethos: Appeals to the _____ and
_____ of the speaker/ writer

- Ex: celebrity endorsements
- Statistics
- A moral sense of right or wrong

Logos: The use of _____ or _____ to
persuade

- Statistics, facts, evidence
- Not just a “gut feeling”

Pathos: Appeals to the audience’s _____

- Can evoke happiness, pain, fear, guilt
- Associated with our basic needs (love, safety, belonging, achievement, attention, success, freedom, survival)
- Often uses vivid pictures, strong imagery, figurative language