Logos, Pathos, and Ethos

Logos

What is the purpose of logos?

To appeal to the _____________, _____________, _____________, and _____________ of readers.

Assumes the readers’ _____________

Elements of Logos

Pathos

What are the roots of pathos?

Comes from the Greek word meaning _____________

Also means _____________ or _____________

Other meanings are _____________ or _____________

What is the purpose of pathos?

To _____________ people

To make the _____________ an issue or topic

To appeal to their _____________ or _____________

To appeal to their _____________, _____________, and _____________

Why should pathos be used with caution, care, and restraint?

Pathos can _____________ logic – emotions are powerful

It is easily _____________; easy to play on people’s emotions

Damages writer’s _____________, so it should be used _____________ and without _____________
Common emotions appealed to using pathos

Ethos

What is the meaning of ethos in terms of rhetoric?

Ethos refers to the writer’s ________________, ________________, ________________, ________________, ________________

What are the dangers of ethos:

It can be ________________ and used to ________________, just like pathos

Writer can ________________ represent themselves as ________________, ________________, ________________, etc.

How can readers recognize ethos? What should readers look for or consider when thinking about ethos?

The writer’s ________________ and/or ________________ toward the ________________ and ________________.

- arrogant, sympathetic, concerned, sarcastic?
- Is the writer appropriately ________________ about the subject?

Does the writer share ________________ and ________________ with his/her readers?

What is the writer’s sense of ________________ and ________________?

What is the writer’s sense of ________________?

What is the writer’s sense of ________________?

Does the writer seem ________________ and ________________?

Does the writer know his/her ________________? Is he/she an ________________?

Does the writer offer sound ________________?

Is the writer’s emotional appeal (pathos) ________________?