Logos

What is the purpose of logos?

- To appeal to the mind, intellect, reason, and logic of readers
- Assumes the readers’ intelligence

Elements of Logos

- Reasons that make sense
- Examples
- Details
- Facts
- Statistics
- Authorities
- Specific and clear information
- Absolute and certain information
- Careful and critical analysis
- Fair – deals with all sides of a topic or issue

Pathos

What are the roots of pathos?

- Comes from the Greek word meaning “suffering”
- Also means “pitiable” or “sad”
- Other meanings are “sympathy” or “empathy”:

What is the purpose of pathos?

- To “move” people
- To make the “think about” an issue or topic
- To appeal to their emotions or feelings
- To appeal to their values, morals, beliefs

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

- Pathos can overthrow logic – emotions are powerful
- It is easily abused; easy to play on people’s emotions
- Damages writer’s ethos, so it should be used legitimately and without manipulation

Common emotions appealed to using pathos

- Affection, love
- Anger, contempt, disgust
- Delight, joy, hope
- Embarrassment, humiliation
- Envy, jealousy
- Despair, sadness, remorse, pity, sorrow
- Fear, guilt, horror, shame, shyness
- Loyalty, trust
- Passion, excitement
- Loyalty
- Humor, ridicule
- passion
- pride
- vengeance
- shock

**Ethos**

What is the meaning of ethos in terms of rhetoric?

Ethos refers to the writer’s character, credibility, authority, trustworthiness, and believability.

What are the dangers of ethos:

It can be abused and used to manipulate, just like pathos
Writer can dishonestly represent themselves as honest, reliable, knowledgeable, etc.

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

The writer’s voice and/or attitude toward the subject and readers?
- arrogant, sympathetic, concerned, sarcastic?
- Is the writer appropriately sensitive about the subject?
Does the writer share morals and values with his/her readers?
What is the writer’s sense of right and wrong?
What is the writer’s sense of good conduct?
What is the writer’s sense of respect?
Does the writer seem fair and honest?
Does the writer know his/her subject? Is he/she an authority?
Does the writer offer sound reasons?
Is the writer’s emotional appeal (pathos) justified?