

# Ethos, Pathos, Logos

## Communications & Media

The three appeals every persuasive text uses, usually all at once.

*Aristotle's three proofs.*

| Appeal        | Rests on             | Fails when            |
|---------------|----------------------|-----------------------|
| <b>Ethos</b>  | Speaker's character  | Interest is hidden    |
| <b>Pathos</b> | Audience's emotion   | Feeling has no ground |
| <b>Logos</b>  | The reasoning itself | Premises go untested  |

A fourth, *kairos*, is the timing: the right argument at the wrong moment persuades nobody. Judge all four together.