

Ethos, Pathos, Logos

7th Grade

The three ways any argument tries to persuade you.

Every persuasive text uses at least one of these. Most use all three.

Appeal	Persuades by	Look for
Ethos	credibility	qualifications, fairness, reputation
Pathos	emotion	stories, vivid images, loaded words
Logos	logic	data, evidence, cause and effect

Pathos without logos is manipulation. Logos without ethos is easy to dismiss. Strong arguments use all three.