Ethos, Pathos, and Logos

Class Notes

Recall:

- Persuasive writers use both __facts____ and ___opinions___ to make their points.
- The __main___ idea__, however, must always be an ___opinion___.

<table>
<thead>
<tr>
<th>Greek Word</th>
<th>What it Means</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethos</td>
<td>• Showing that the <em><strong>author</strong></em>_ is someone worth trusting.</td>
<td>I’ve been a smoker for four years, and I ended up very sick.</td>
</tr>
<tr>
<td>Pathos</td>
<td>• Trying to make the <em><strong>audience</strong></em> feel strong <em><strong>emotions</strong></em>_.</td>
<td>Just imagine your poor old grandmother sitting alone in her room coughing and hacking after a cigarette.</td>
</tr>
<tr>
<td>Logos</td>
<td>• The <em><strong>facts</strong></em> or <em><strong>evidence</strong></em> that <em><strong>supports</strong></em> an author’s point.</td>
<td>Smokers are 65% more likely to have lung cancer than people who do not smoke.</td>
</tr>
</tbody>
</table>
Ad: Every year thousands of dogs and cats are abandoned, left to suffer alone. Many abandoned animals will die alone, waiting for someone to help.

Sarah McLachlan: Hi, I’m Sarah McLachlan. This holiday season, thousands of innocent, loving animals will be abandoned—left alone to suffer and die. And they need your help right now. Please call the number on your screen, or go online and join the BCSPCA with a monthly gift. For just $18 a month (only 60 cents a day), you’ll help rescue animals who’ve been left to die. And you’ll provide shelter, food, and love. It’s the greatest gift you can give to an animal who needs you.

Logos:

You should donate money to the BSPCA.

Thousands of innocent, loving animals abandoned every holiday season.

You’ll provide shelter, food, and love.

Any pathos? Why?

The soft music in the advertisement, combined with the images of the sad animals, make the viewer feel strong emotions. This is an example of pathos.

Any ethos? Why?

Not really—Sarah McLachlan has no expertise about animals or about the BSPCA.
Ad: Listen to Joe Biden talking about what electing Barack Obama will mean.

Joe Biden: Mark my words: it will not be six months before the world tests Barack Obama. The world is looking. We’re going to have an international crisis to test the mettle of this guy. I guarantee you it’s gonna happen.

Ad: It doesn’t have to happen. Vote McCain.

Logos:

Any pathos? Why?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Any ethos? Why?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
**John E.**:: Talk about a wake-up call. I had a heart attack at 57. My doctor told me I should’ve been doing more for my high cholesterol. What was I thinking? But now, I trust my heart to Lipitor.

**Ad:** When diet and exercise are not enough, adding Lipitor may help. Unlike some other cholesterol-lowering medications, Lipitor is FDA approved to reduce the risk of heart attack and stroke, and certain kinds of heart surgeries (if you have several common risk factors or heart disease). Lipitor has been extensively studied, with over sixteen years of research.

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**John E.**:: I learned the hard way. But you may be able to do something.

**Ad:** Have a heart-to-heart with your doctor about your risk. And about Lipitor.

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**Logos:**

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**Any pathos? Why?**

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**Any ethos? Why?**

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Write one of the following letters on a separate sheet of loose-leaf paper. In your letter, make sure to use at least one example of **ethos**, **pathos**, and **logos**.

- A letter to a Chavez Prep teacher or administrator, suggesting a change in how the school could be run.
- A letter to Batman, asking him to calm down and stop taking everything so seriously.
- A letter to the weather, telling it to stop snowing (or to start snowing harder!).

Make sure to use ethos, pathos, **and** logos.
Finding Ethos, Pathos, and Logos

Homework

Directions: Read the advertisement below. Then fill out the form underneath to show how the author uses ethos, pathos, and logos to persuade the audience.

There's nothing in the world more important than having comfortable shoes. Unfortunately, for the past five years, I could never find any shoes that fit me! I went through whole weeks just waiting to get off my legs and rest my aching feet. Then I tried Dr. Knoll’s new foot-fitting walking slippers. In no time at all, I could practically do jumping jacks! These soft, comfortable slippers keep your feet warm and happy while you dance through your new, wonderful life. 9 out of 10 customers declare that they’d never go back to normal shoes! So buy Dr. Knoll’s foot-fitting slippers today!

Logos

Author's main idea

HW CONTINUES ON THE BACK
Any pathos? Why?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Any ethos? Why?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________