Ethos, Pathos, Logos, and Kairos

APPEALS IN ARGUMENT
The goal of argumentative/persuasive writing is to persuade your audience that your ideas are valid, or more valid than someone else's.

The Greek philosopher Aristotle divided the means of persuasion, appeals, into four categories--Ethos, Pathos, Logos, and Kairos.
Aristotle taught there are 4 main strategies in an argument:

- Logos/Logical
- Ethos/Credibility
- Pathos/Emotional
- Kairos/Urgency
**Support & Elaboration Strategies**

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Example</th>
<th>Description</th>
<th>Figurative Description</th>
<th>Personal Experience</th>
<th>Cause/Effect</th>
<th>Another’s Experience</th>
<th>Compare/Contrast</th>
</tr>
</thead>
<tbody>
<tr>
<td>• By This I mean... To explain,</td>
<td>• For example, ... To illustrate,</td>
<td>• Literal description. 5 senses</td>
<td>• Similes, Metaphors, Hyperbole</td>
<td>• I...</td>
<td>• If Then... Because</td>
<td>• He, she</td>
<td>• In comparison, In contrast, Likewise,</td>
</tr>
<tr>
<td>ETHOS:</td>
<td>PATHOS:</td>
<td>LOGOS:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Experience</td>
<td></td>
<td>Descriptions</td>
<td>Figurative Language Experiences</td>
<td>Explanations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Another’s Experience</td>
<td></td>
<td>Explanations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examples</td>
<td></td>
<td>Explanations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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Traditionally, students must maintain a certain grade point average in order to play sports.

Think about you or a friend wanting to participate in sports. Do you think a certain grade point average should be a requirement for participation?

Now write to convince your principal that athletes should or should not have to maintain a certain grade point average to participate in sports activities.
The core of the rhetorical chart is **purpose**—What does the author/speaker/cartoonist/filmmaker/advertiser want the reader/listener/viewer to **Feel? Think? Do?**
Ethos: Ethical Appeals
the source's credibility, the speaker's/author's authority

• How well an author/speaker presents him/herself

• Questions for considering a writer’s ethos:
  □ Does he or she seem knowledgeable? Reasonable? Trustworthy?
  □ Does he or she treat their opponents with fairness and respect or do they take cheap shots?
  □ Does he or she try and establish common ground with the reader/audience?
Ethos-Credibility

- Appeals to the conscience, ethics, morals, standards, values, and principles.
- Author or speaker tries to convince you he is of good character.
- Qualified to make his claims.
- Cites relevant authorities.
- Quotes others accurately and fairly.

Support and Elaboration Strategies:
Personal Experience
Another’s Experience
Examples
Examples of Ethos

"If, in my low moments, in word, deed or attitude, through some error of temper, taste, or tone, I have caused anyone discomfort, created pain, or revived someone's fears, that was not my truest self. If there were occasions when my grape turned into a raisin and my joy bell lost its resonance, please forgive me. Charge it to my head and not to my heart. My head--so limited in its finitude; my heart, which is boundless in its love for the human family. I am not a perfect servant. I am a public servant doing my best against the odds."

(Jesse Jackson, Democratic National Convention Keynote Address, 1984)
Pathos: Emotional Appeals
the emotional or motivational appeals; vivid language, emotional language and numerous sensory details.

- How well the author taps into the audiences emotions
- Questions for considering a writer’s pathos:
  - Does the topic matter to the audience?
  - Does the writer include anecdotes?
  - Does the writer appeal to your emotions, memories, fears, etc.?
  - Is the emotional appeal effective or overwhelming?
  - Is the writing overloaded with facts and figures?
Pathos - Emotional Appeal

Appeals to the

- Heart,
- Emotions,
- Sympathy,
- Passions,
- Sentimentality,
- Uses imagery, figurative language,
- Carefully constructed sentences.

Support and Elaboration Strategies:
- Descriptions
- Figurative Language
- Experiences
- Explanations
Example of Pathos

"Hillary Clinton used a moment of brilliantly staged emotion to win the New Hampshire Democratic primary . . .. As she answered questions in a diner on the morning before the election, Mrs. Clinton's voice began to waver and crack when she said: 'It's not easy. . . . This is very personal for me.'
Logos: Logical Appeal
the logic used to support a claim; can also be the facts and statistics used to help support the argument.

- How well the author uses text and evidence to support own argument or claims. Should be well organized.

- Questions for considering a text’s logos:
  - What is being argued or what is the author’s thesis?
  - What points does the author offer to support their thesis?
  - Are ideas presented logically?
LOGOS-Logical Argument

- Involves facts or Research
- Quoted authorities
- Cause and Effect information
- Analogies or comparisons
- Common sense information
- Shared values
- Precedents

Support and Elaboration Strategies:
- Cause/Effect
- Compare/Contrast
- Examples
- Explanations
Rational choice theory in political science has made much of the fact that it is seemingly irrational to vote in a large-scale election. This is because the probability that your single vote will determine the outcome is generally very close to zero, while the act of voting entails some small but real costs. Even in a close election like Florida in 2000, an individual’s vote would really “count” only if the margin of victory was exactly one vote.
Try to convince your audience that this issue is so important they must act now.

Example: This is a one-time offer. You can’t get this price after today.
PATHOS
PATHOS
PATHOS