

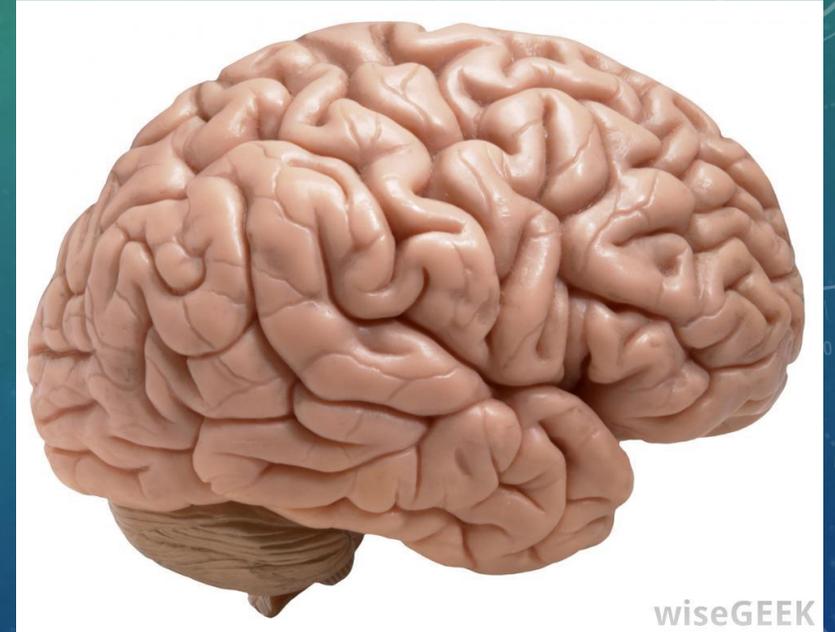
# REMEMBER US? LOGOS, PATHOS, AND ETHOS

- *What are they?*
  - Modes of persuasion used to convince audiences.
  - Examples of rhetoric.



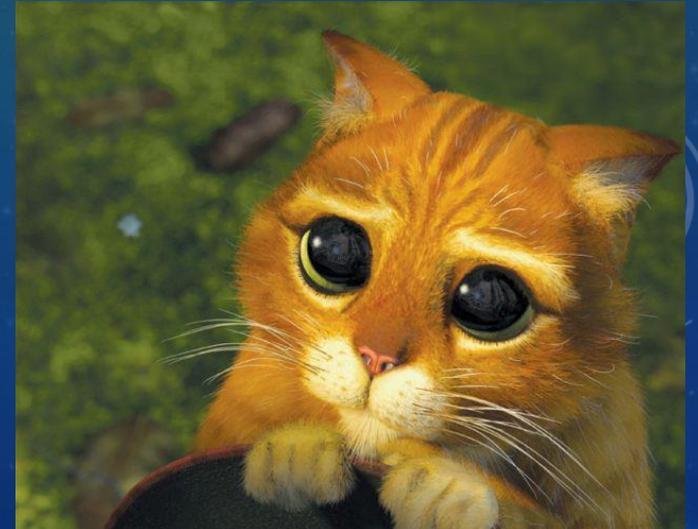
# LOGOS

- The appeal to logic; means to convince an audience by use of logic or reason.
- To cite facts, statistics, or history.
- To cite experts on a certain subject.
- “Appeals to the brain”



# PATHOS

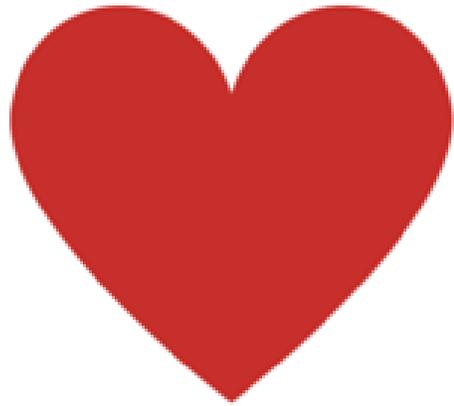
- The emotional appeal; means to persuade an audience by appealing to their emotions.
- Authors use pathos to invoke sympathy or anger from an audience.
- To make the audience feel what the author wants them to feel.
- “Appeals to the heart”



# ETHOS

- The ethical appeal; means to convince an audience of the author's credibility or character.
- To show the audience that the author is a credible source and is worth listening to.
- Is developed through choosing appropriate language for the audience and topic, making yourself sound fair and unbiased, using correct grammar and syntax.





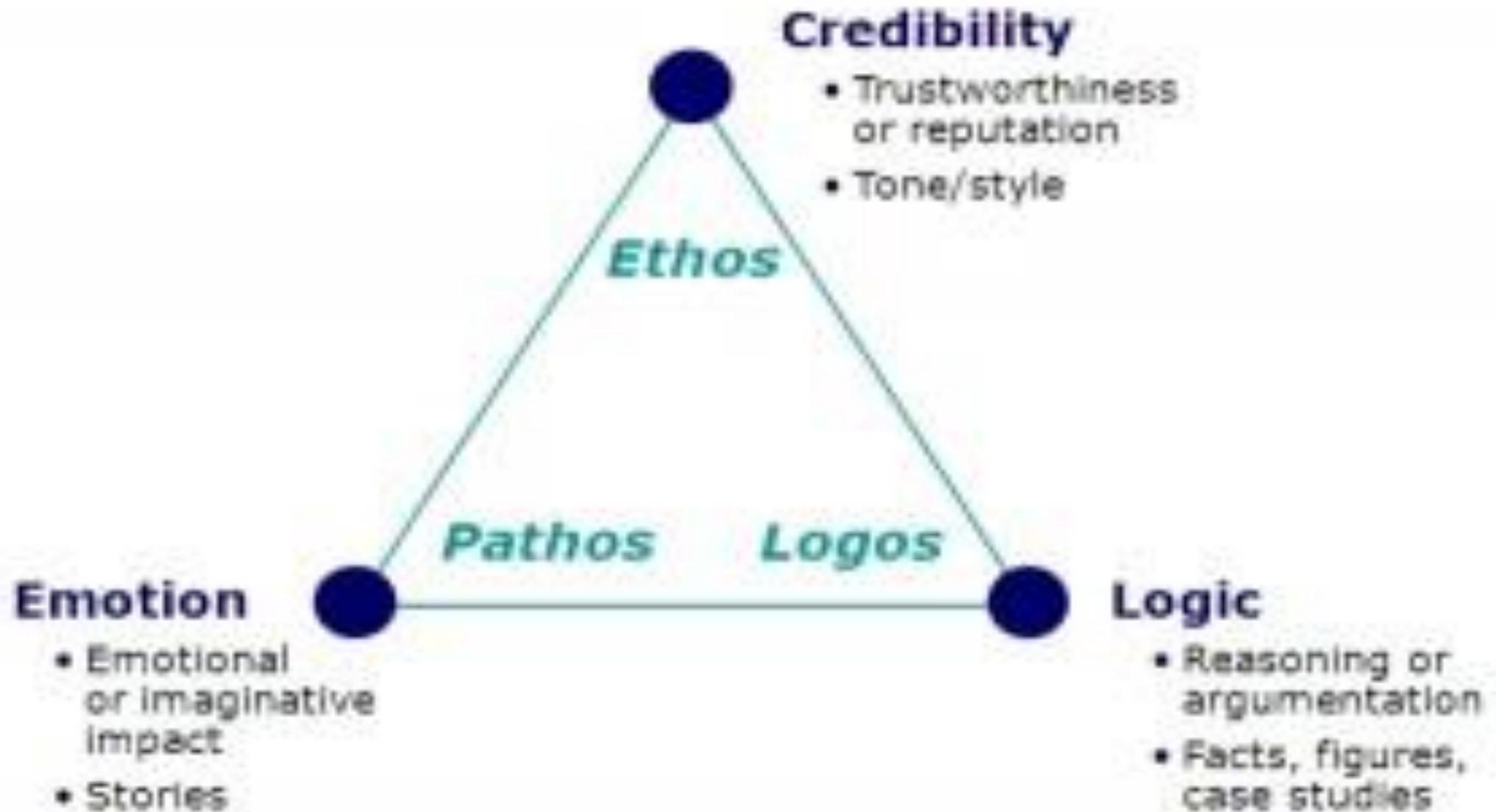
**HEART**



**HEAD**



**CRED**



# Advertisement as a form of Argument

## Ethos

A form or argument based on character or authority.

How to identify Ethos in Ads:

1. endorsed by a celebrity
2. by someone in a uniform
3. by professional looking people.



This ad is an example of Ethos because it has a famous person selling mascara. It's Julia Roberts.

## Pathos

A form or argument based on emotions: Fear, desire, sympathy, anger...

How to identify Pathos in Ads:

1. Fear: "Get this or else.."
2. Desire: Half naked people.
3. Empathy: sad kids or cute dogs
4. Hunger: Awesome looking food that looks way better than it does in real life.



This ad is an example of Pathos because we feel sympathy for the sad-looking dog. They are selling me dog food.

## Logos

A form or argument based on logic, facts and figures.

How to identify Logos in Ads:

1. Facts
2. Percentages
3. Lots of words & information
4. Charts and figures



This ad is an example of Logos because it has different plans listed with different prices so it's telling me facts about the phone.

# CLAIM

- The MAIN argument or position an author takes on a particular issue/topic.
- EX) *Turtles are dying at alarming rates due to pollution rather than natural causes.*
- EX) *Self driving cars are more dangerous than useful for society.*



# PREMISE

- The reason **WHY** the author has their stance on this particular issue.
- Serves as a basis for the argument.
- *EX) Turtles are dying at alarming rates from plastic waste.*
- *EX) Self-driving cars are dangerous because they can be hacked.*



# EVIDENCE

- Facts, statistics, or information used by the author to back up each premise an author uses to back up his or her claim.
- EX) 1/3 turtles die directly from choking on plastic waste in the ocean.
- EX) 30 Tesla self-driving cars have crashed in the past year to date.



# COUNTERCLAIM

- An opposing claim the author uses to show the opposite side of the argument
- The author then debunks/refutes this claim
- *EX) Some scientists have argued that a toxic green algae is to blame in the sudden deaths of sea turtles. **However**, this algae only accounted for 60 turtle deaths last year, out of 3,000.*
- *EX) Some people argue that self-driving cars are more safe due to lack of human error. **However**, self-driving cars are more likely to be hacked or have software malfunctions.*