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**Ethos, Pathos, and Logos**

*Aristotle’s three proofs that can help you construct your argument successfully.*

1. **Ethos**

**What:** Ethos refers to an appeal to the character, credibility, and authority of the speaker. This highlights the role of delivery and the speaker in the argument.

**When:** Ethos should be emphasized in rhetorical situations which go beyond analysis, like critique, or offering solutions.

**How:** Ask yourself or your group, what are your qualifications or background with the subject matter? How do you navigate multiple sources, or opposing views to the argument? Making concessions often strengthens both the actual argument’s content and your ethos. Think about your delivery–what tone are you using, what are you wearing, how are you positioned in relation to the audience?

1. **Pathos**

**What:**  Pathos is an appeal to the sympathy, empathy, and emotions of your audience, as well as their beliefs and values. While ethos centers the speaker, pathos centers the audience in order to communicate effectively.

**When:** In order to build a sense of urgency, inspiration, or action on the part of the audience, pathos can be a useful approach to your argument.

**How:** You can inspire the emotions of your audience through employing figurative language, creating vivid imagery, including narrative accounts of your topic, and analyzing your audience to surmise their beliefs and values.

1. **Logos**

**What:** Logos appeals to the reasoning or logic of your audience, usually dealing with the actual text of the argument and how the point is proven.

**When:** Employing logos provides clarity for your argument and grounds it in research, other opinions, and truths that have been agreed upon, which can be useful when your argument deals with topics that are complex, elicit a variety of opinions, or are the topic of an abundance of literature.

**How:** Think about the thesis of your work. Is it clear? Is it specific? Also consider the order of your argument and the arrangement of your evidence. Does it follow a logical order and is your evidence credible?

**Tips:**

Think about what you want to achieve with your rhetoric. From here, you can decide which of these strategies to emphasize.

Consider your audience, and how you want them to receive your argument. How would you want someone to walk away from your presentation?

Ethos=you, Pathos=them, and Logos=text!

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