***Pathos, Ethos, Logos***

**argument:** any way that human beings express themselves to try to achieve a certain purpose

* **A few purposes of argument:** *to understand, explore, inform, convince/persuade, make decisions, reach consensus*…(can we think of any more purposes for arguments?)
* Consider the **stance** of whoever’s arguing (**stance**: a writer or speaker’s attitude toward his or her subject – ex: reasonable, neutral, angry, curious…)

**Stasis theory:** A simple system for identifying the “crux” of an argument or what’s at stake

Asking these questions can help identify what is important or crucial in an argument – it’s also a useful model for cultivating your own arguments…

1. What are the facts?
2. How can the issue be defined?
3. How much does it matter, and why?
4. What actions should be taken as a result?

***Rhetorical Appeals (from Aristotle)***

***Logos:*** appeals to logic; Aristotle thought this to be the “most important” appeal (I might disagree, respectfully, but…***logos*** is still crucial…); ***logos*** depends on reasons (for making/giving the argument) and evidence (i.e., “proof” – provable facts, statistics, surveys and questionnaires, observations, interviews, testimony, experiments, pertinent personal experiences, charts, images, visuals) to be successful; for these types of arguments, careful organization is especially useful (don’t put “the horse before the cart”) // “the burden of proof” lies on the speaker – “hard evidence” (whether objective *or* subjective – or a combination thereof) demonstrates strong ***logos*** // facts facts facts facts facts : these are super important to most arguments (*but* – without *pathos* working to make the facts personally meaningful, and without *ethos* demonstrating that the “facts” you present are credible & relevant – will mere “facts” persuade every audience – think about how hot debates about climate change can get…) // testimonies and personal narratives might sway audiences in ways that mere data may not (*for instance, did your eyes kind of glaze over during the Forbes article’s presentation of statistics? Mine sure did.*) // ***logos*** occurs during highly structured arguments (think about how effective a pertinent analogy can be)

How and when have you used logic to “win” an argument? Do you see how “stasis theory” (above) might be useful for constructing logical appeals in your own writing and speaking? Have you ever been part of an argument where logic was misused? How do you *know* something is “logical”?

***Ethos:*** ethical appeals; evokes the credibility and good character of whoever is making the argument; “credibility” might mean professional training, research, accreditation, citing trustworthy sources; demonstrates an author is fair by representing positions other than their own even-handedly & accurately; establishes common ground with your audience // establishing trustworthiness and credibility with your audience is key // many arguments are founded on demonstrating that an (opposing) source is *un*credible (i.e., a liar or unqualified, etc.) // claiming to be “an authority” on an issue can help build ***ethos*** – but make sure you (or whoever you’re listening to or reading) can back up their claims to special knowledge // “coming clean” about motives is important too – savvy audiences can “sniff out” when authors/speakers have ulterior (hidden, secret, sub-surface) motives… be sure you can demonstrate *why* you’re making the arguments that you’re making

How do you demonstrate to your audience that you know what you’re talking about? How and when have you used your credibility or good character to convince an audience? Is *ethos* easily regained if lost or called into question? How do you establish good *ethos* in writing? in speaking?

***Pathos:*** appeals to the heart/passion/emotions; stirs feelings & invokes values the author assumes that the audience holds… // ***pathos*** can be employed to “build bridges” between groups or folks that might not have much in common on the surface // ***pathos*** can also be used to sustain arguments (getting the crowd “riled up” and/or focused on a theme) // ***pathos*** is also present when humor occurs (especially via parody and satire) // playing “puppetmaster” with people’s emotions – manipulating them via ***pathos*** – is the “dark side” of pathos

How and when have you used the emotions of your audience to convince them? Are emotional appeals appropriate to every claim? Can this type of argument be “overdone”?

***KAIROS* –** “the right or opportune moment” – in rhetorical analysis, ***kairos*** basically indicates the “timing” of an argument, and the “appropriateness” of an argument – *what is said must be said at the “right” time and in the “right” way* (the speaker must determine the “right” moment for themselves) (*I* might contend that ***kairos*** is the most important facet of building an effective argument… but I’m not Aristotle)