

## Appeals to Ethos, Logos, and Pathos

Now that we understand how to assess the rhetorical situation, the next step is to use the tools of rhetoric to persuade an audience. Let's start with what Aristotle called rhetorical appeals. He identified three main appeals: ethos, logos, and pathos.

### Ethos

Speakers appeal to ethos (Greek for "character") to demonstrate that they are credible and trustworthy. Think, for example, of a speech discouraging teenagers from drinking. Speakers might appeal to ethos by stressing that they are concerned parents, psychologists specializing in alcoholism or adolescent behavior, or recovering alcoholics themselves. Appeals to ethos often emphasize shared values between the speaker and the audience: when a parent speaks to other parents in the same community, they share a concern for their children's education or well-being.