

Pathos: the author paints a vivid picture to evoke a feeling from the reader—sadness and pity for the abused animal.

Ethos: the author establishes his own credibility by stating his occupation and experience

Imagine this: a small dog sits in a dark, cold garage. His hair is matted and dirty; he is skinny and weak from going days without food. There is no water for him to drink, no person to give him love and no blanket to keep him warm at night. While this might be a hard scenario to imagine, it is not an uncommon one in America today. *According to the Humane Society of the United States, nearly 1,000,000 animals are abused or die from abuse every year.* As a veterinarian with 30 years of experience, I have seen how even one incidence of abuse can affect an animal for the rest of its life. As a society, we need to be more aware of this terrible problem and address this issue before it gets worse.

Logos: the author uses a startling statistic and cites a reputable organization to appeal to our intellect.

Pathos, or the emotional appeal, means to persuade an audience by appealing to their emotions. Authors use pathos to invoke sympathy from an audience and to make the audience feel what the author wants them to feel. A common use of pathos would be to draw pity from an audience. Another use of pathos would be to inspire anger from an audience, perhaps in order to prompt action. Pathos can be developed by using meaningful language, emotional tone, emotion-evoking examples, stories of emotional events, and implied meanings.

Logos, or the appeal to logic, means to convince an audience by use of logic or reason. To use logos, an author cites facts, statistics, certain authorities on a subject, and historical and literal analogies.

Ethos, or the ethical appeal, means to convince an audience of the author’s credibility or character. An author would use ethos to show his audience that he is a credible source and is worth listening to. Ethos is the Greek word for “character.” Ethos can be developed by choosing language that is appropriate for the audience and topic (also including a proper level of vocabulary), making yourself sound fair or unbiased, introducing your expertise or pedigree, and using correct grammar and syntax.

Source: www.pathosethoslogos.com