

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## PERSUASION: MODES OF PERSUASION - NOTES

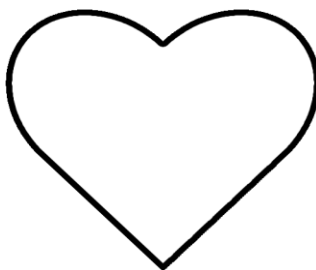
Writing Workshop #3

### THREE MODES OF PERSUASION:

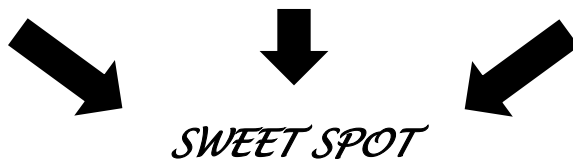
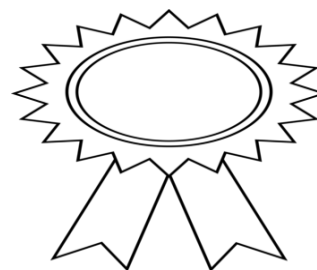
LOGOS



PATHOS



ETHOS



**LOGOS** → appeal to the \_\_\_\_\_; convince audience by using logic or \_\_\_\_\_

#### Methods of LOGOS:

- Cite facts
- Cite statistics
- Historical or literal \_\_\_\_\_
- Citing authorities
- Content area language

#### EXAMPLES:

- ❖ “It’s a matter of common sense that people deserve to be treated equally. The Constitution calls it “self-evident.”
- ❖ “Research compiled by analysts from NASA suggest that a moon colony is viable with international support.”
- ❖ “History has shown time and again that absolute power corrupts absolutely.”
- ❖ “In 25 years of driving the same route, I haven’t seen a single deer.”

**PATHOS** → appeal to the \_\_\_\_\_; convince audience by creating an emotional \_\_\_\_\_

Methods of PATHOS:

- Invoke sympathy
- Draw pity
- Inspire anger
- Meaningful language
- Emotional tone
- Emotional stories

*EXAMPLES:*

- ❖ “Love, it’s what makes a Subaru a Subaru.”
- ❖ Food ads showing families having a good time around the table
- ❖ Sarah McLacklan’s song “Arms of an Angel” playing on animal abuse commercials
- ❖ “Can’t you see how dangerous it would be to stay?”
- ❖ “Don’t be the last person on the block to have their lawn treated. You don’t want to be the laughing stock of your community!”
- ❖ “Better men than us have fought and died to preserve this great nation. Now is our turn to return the favor.”

**ETHOS** → appeal to the \_\_\_\_\_; convince audience by establishing the author’s \_\_\_\_\_

Methods of ETHOS:

- Appropriate vocabulary
- Correct grammar and syntax
- Make self sound unbiased
- Introducing expertise
- Master of knowledge
- Connect to audience

*EXAMPLES:*

- ❖ “Trust me, I’m a doctor.”
- ❖ “With my two decades of experience as a dance teacher, you can believe what I’m talking about.”
- ❖ “You know me – I’ve babysat your children, served as a playground director, and taught Sunday school.”
- ❖ “If my age doesn’t convince you of my wisdom, consider that I am your grandfather, and I love you dearly.”
- ❖ “4 out of 5 dentists agree.”
- ❖ “Better men than us have fought and died to preserve this great nation. Now is our turn to return the favor.”