

Pathos



***Persuade
through
emotion***

Pathos is a persuasive technique that appeals to a person's emotions.

Examples of pathos include the use of emotive language, adjusting the tone, and giving examples or telling stories that evoke the reader's emotions.



Logos



***Persuade
through
logics & facts***

Logos is a persuasive technique that appeals to the audience's logic and reasoning. No emotions here; just cold, hard facts.

Examples of logos include the use of figures, statistics, facts, graphs and charts.



Ethos



***Persuade by
establishing
credibility***

Ethos aims to convince an audience by demonstrating credibility and trustworthiness. People tend to listen to those who they respect and trust.

A common example of ethos is the use of celebrities or experts.

