

# OUR ACHIEVEMENTS



## Ethos

Based on credibility & experience

- personal anecdotes
- testimonials
- credentials



## Logos

Based on facts, evidence & reason

- facts, research & statistics
- jargon
- experts & authorities' quotes



## Pathos

The argument that appeals to emotions

- emotive language
- direct address
- rhetorical question



# EXAMPLES OF ETHOS



**Ethos in your speech or writing comes from sounding fair or demonstrating your expertise and experience.**

- As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results.
- My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition make me the ideal candidate for your mayor.
- If my years as a Marine taught me anything, it's that caution is the best policy in this sort of situation.
- You know me — I've taught Sunday School at your church for years, babysat your children, and served as a playground director for many summers — so you know I can run your preschool.
- Our expertise in roofing contracting is evidenced not only by our 50 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best.
- He is a forensics and ballistics expert for the federal government — if anyone's qualified to determine the murder weapon, it's him.
- Based on the dozens of archaeological expeditions I've made all over the world, I am confident that those potshards are Mesopotamian in origin.
- If my age doesn't convince you that I know what I'm talking about, at least consider that I am your grandfather and I only want the best for you.
- If you're still unsure, please consider that my advanced degree and fieldwork speak for themselves.

# EXAMPLES OF LOGOS



## Using facts, statistics, and logic or making historical and literal analogies

- Between 2021 to 2022, wildfires accounted for over 11.2 billion in damage across the United States.
- According to the US Department of Interior, humans cause as many as 90% of wildfires, with the remaining 10% caused by lava and lightning.
- It's a matter of common sense that people deserve to be treated equally. The Constitution calls it "self-evident." Why should I have been denied a seat because of my disability?
- More than one hundred peer-reviewed studies have been conducted, and none of them suggests that this is an effective treatment for hair loss.
- History has shown time and again that absolute power corrupts absolutely.
- Private demand for the product has tapered off for the past three years, and this year's sales figures are at an all-time low. It's time to research other options.
- The algorithms have been run thousands of ways, and the math continues to check out.
- He has a track record of success with this company, culminating in some of our most acclaimed architecture to date and earning us Firm of the Year nine times a row.
- Research compiled by NASA analysts and organizations from five other nations with space programs suggests that a moon colony is viable with international support.
- Veterinarians say that German shepherds are the perfect match for people with active lifestyles.
- Doctors all over the world recommend this type of treatment.

# EXAMPLES OF PATHOS

The language that draws on your audience's emotions



- If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?
- I'm not just invested in this community — I love every building, every business, and every hard-working member of this town.
- No price can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night.
- Where would we be without this tradition? Ever since our forefathers landed at Plymouth Rock, we've celebrated Thanksgiving without fail, making more than cherished recipes. We've made memories.
- 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!
- You should consider another route if you leave later. I heard that that street is far more dangerous and ominous at night than during the daytime.
- You'll make the right decision because you have something that not many people do: You have heart.
- After years of this type of disrespect from your boss, countless hours wasted, birthdays missed ... it's time that you took a stand.
- Better men than us have fought and died to preserve this great nation. Now is our turn to return the favor. For God and country, gentlemen!
- You will never be satisfied in life if you don't seize this opportunity. Do you want to live the rest of your years yearning to know what would have happened if you just jumped when you had the chance?