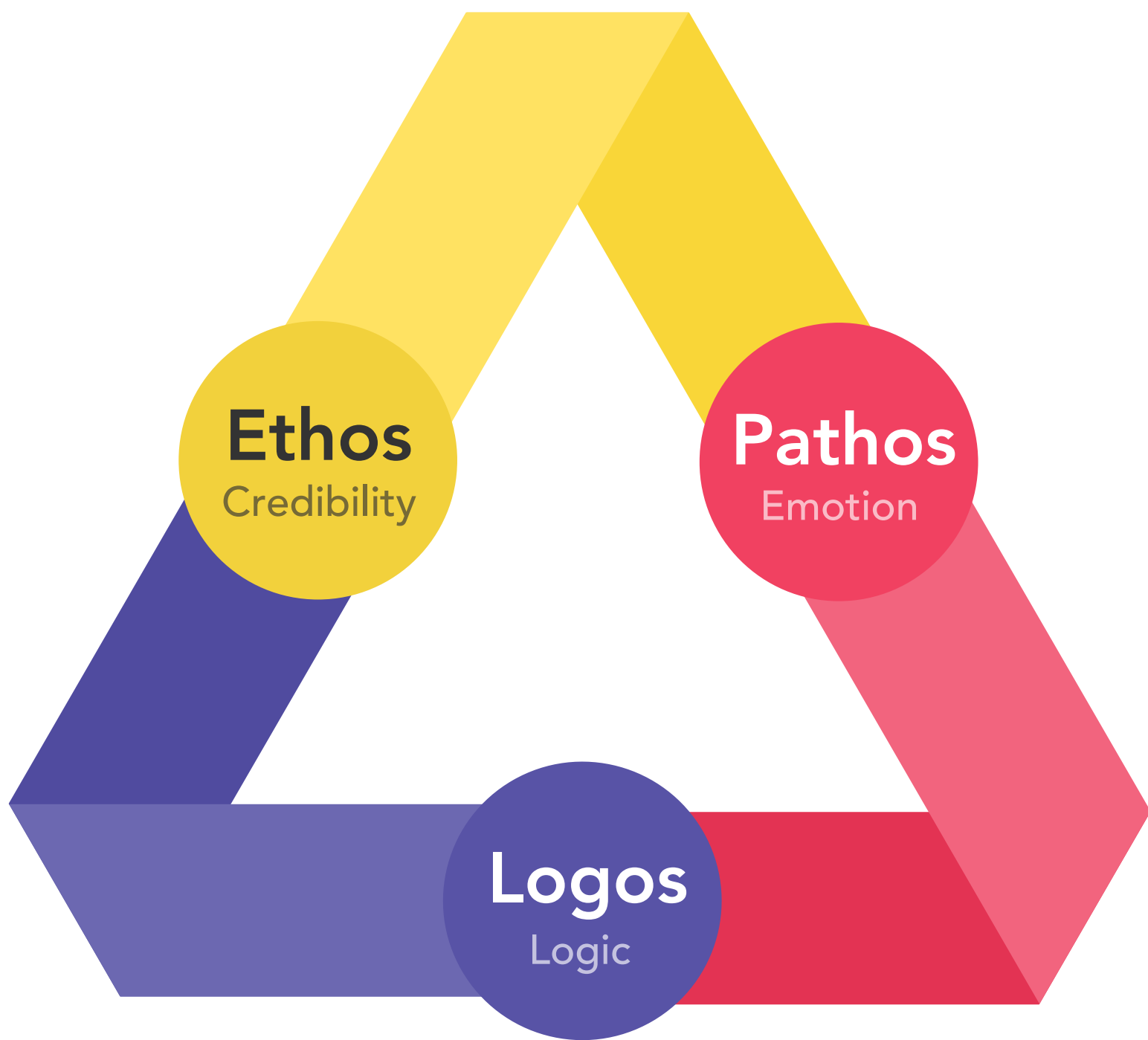


# Aristotle's Three Modes of Persuasion



---

## Ethos

Ethos is a Greek word that means both disposition and character. It's when we use the 'character' of a person (like a celebrity or expert) to alter the audience's frame of mind – showing them that the advertiser is reliable and ethical. As Aristotle put it, "We believe good men more fully and more readily than others."

---

## Pathos

Pathos is a Greek word that means both suffering and experience. It's the root of the words empathy and pathetic. Pathos is when we use emotional appeal – rather than logic – to get people to do something. It's when we 'tug on the heartstrings' or 'dial up the emotions'. When we talk about 'feeling all the feels', that's pathos.

---

## Logos

Logos is the Greek word for, well, 'word'. It's where we get the word 'logic' from. When Aristotle talks about logos, he's referring to 'reasoned discourse' or 'the argument'. Logos is when we use cold arguments – like data, statistics, or common sense – to convince people of something, rather than trying to appeal to an audience's emotions.