Three Classical Strategies of Persuasion:

- **Logos** - Logical argument
- **Pathos** - Appeal to emotions
- **Ethos** - Trustworthiness of the speaker/writer (character, intentions, authority)
Pathos

• Consider the ad on p. 104 of *Everything’s an Argument*
Ethos

• Consider Scott Brown’s senate campaign
Some aspects of ethos:

- To inspire confidence, give readers evidence that you
  - know what you are talking about
  - are intelligent, fair, and reasonable
  - are trustworthy and well-intentioned
  - respect your readers
  - are alert to the concerns or questions readers may have