

# PERSUASIVE APPEALS CARDS: ETHOS, PATHOS, LOGOS

Cut out the cards and use them to plan, analyse or improve persuasive writing and speeches.

## ETHOS

Appeals to credibility and trust.

The speaker convinces the audience by showing they are reliable, knowledgeable and have good character.



## PATHOS

Appeals to emotions and feelings.

The speaker connects with the audience's emotions to create sympathy, concern, pride or hope.



## LOGOS

Appeals to logic and reason.

The speaker uses facts, evidence and clear reasoning to convince the audience.



### USE ETHOS BY:

- ✓ Show your expertise or experience.
- ✓ Reference your qualifications or role.
- ✓ Use a confident, respectful tone.
- ✓ Show fairness and integrity.

### USE PATHOS BY:

- ✓ Use vivid and descriptive language.
- ✓ Tell stories or share personal experiences.
- ✓ Use emotive words and images.
- ✓ Appeal to values, hopes or fears.

### USE LOGOS BY:

- ✓ Use facts, statistics and data.
- ✓ Explain causes and effects.
- ✓ Make clear, logical arguments.
- ✓ Use examples and evidence.

### EXAMPLE STARTERS

- “ As a [role/experience], I can say...
- “ Experts agree that...
- “ I have seen first-hand that...
- “ It is my duty to...

### EXAMPLE STARTERS

- “ Imagine how it would feel if...
- “ No one should have to...
- “ This breaks my heart because...
- “ We all want...

### EXAMPLE STARTERS

- “ The facts show that...
- “ Research from... shows...
- “ This leads to the conclusion that...
- “ For this reason...

### BEST USED FOR:

- Building credibility
- Gaining trust
- Establishing authority

### BEST USED FOR:

- Inspiring action
- Creating sympathy
- Motivating change

### BEST USED FOR:

- Explaining issues
- Solving problems
- Justifying decisions

### TOP TIP



The strongest arguments use all three appeals together. Combine ethos, pathos and logos for maximum impact.