

Writing with Pathos, Logos, and Ethos

APSU Writing Center Handout

Pathos – Appeal to Emotion

Persuades by evoking emotions to make the audience feel a certain way.

Example: A charity ad showing heartfelt stories.

- Does it evoke emotion?
- Are vivid details and imagery used?
- Does it generate sympathy or other feelings?

Logos – Appeal to Logic

Persuades using facts, evidence, and reason.

Example: Data-driven graphs that support a claim.

- Are facts, statistics, or historical knowledge included?
- Is the thesis clear with evidence-backed arguments?
- Are logical fallacies avoided?

Ethos – Appeal to Credibility

Establishes the writer's authority and trustworthiness.

Example: “As a scientist with decades of research...”

- Is evidence from credible sources?
- Are counterarguments included?
- Is writing professional and organized?
- Does the writer clarify their knowledge or position?

References

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