

AP English Language & Composition

Ethos, Pathos, and Logos

Many of the argument analysis and argument construction prompts will assess your ability to manipulate the holy trinity of argumentation: ethos, pathos, and logos. But here is the rub—the graders will not be impressed if you use the generic terms; they want you to cite specific techniques that fall within each term (better an emotional anecdote than pathos; better provides eye-witness testimony rather than logos). To that end, the list below should be a refresher for you for the exam.

<p>Ethos</p> <ol style="list-style-type: none"> 1. Demonstrates that the writer has put in research time. 2. Supports reasons with logical evidence. 3. Provides a carefully crafted and edited argument. 4. Demonstrates that the writer knows and respects audience. 5. Makes the audience believe the writer is trustworthy. 6. Convince the audience that the writer is reliable and knowledgeable. 	<p>Pathos</p> <ol style="list-style-type: none"> 1. Use language that involves the senses. 2. Include a bias or prejudice. 3. Use emotional diction. 4. Include a compelling anecdote. 5. Use description. 6. Use figurative language. 7. Develop a charged tone. 	<p>Logos</p> <ol style="list-style-type: none"> 1. Incorporate inductive and deductive reasoning. 2. Cite traditional culture and commonly held beliefs. 3. Allude to history, religious texts, literature and mythology. 4. Cite authorities. 5. Provide and classify apt examples. 6. Use facts. 7. Explore causes and effects. 8. Order chronologically. 9. Argue from precedent. 10. Construct analogies and metaphors.
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