

Greek rhetoricians developed several “proofs” for arguments. The proofs that follow below are not proofs in the sense of a mathematical proof, but they are different ways that speakers appeal to the audience. Rarely are you persuaded by a solely emotional argument, and in the same way, these three proofs rarely stand on their own in an argument.

For your proposal, these proofs can help you generate material or arguments. An effective proposal will incorporate appeals to reason, but you may also find that you want to include emotional arguments and appeal to experts or your personal experience.

#### Logos—Found in the Text

- Logos does not translate exactly to logic
- Logos is an appeal to reason. Ways we appeal to reason include
  - Cause—Effect
  - Ask and immediately answer questions
  - Admit a weak point in order to make a strong one
  - Rejecting several reasons in favor of a strong one
  - Say something that implies an obvious conclusion

#### Ethos—Found in the Speaker

- Ethos refers to character of the speaker, meaning his/her:
  - Practical wisdom and common sense
  - Moral virtue
  - Goodwill toward the audience
- Ethos also refers to the position or office of the speaker and his/her:
  - Qualifications, while still keeping goodwill and common sense
  - Reasons why the audience should listen to *this* particular speaker

#### Pathos—Found in the Audience

- Pathos (pathetic appeals) evoke an emotional response in the listener
- It evokes an emotion—of fear, sympathy, affection
- Pathos can also be used to provoke a response:
  - Rhetorical question (why are you so stupid?)
  - Asking questions in order to provoke grief
  - Using direct address
  - A threat
  - Amplified language, repetition