


1 **PATHOS**
VALUES | EMOTIONS





2 **ETHOS**
CREDIBILITY | TRUST

3 **LOGOS**
LOGIC | REASON | PROOF

Ethos-Pathos-Logos
The Three Pillars of Persuasion!

Ethos

Ethos:
Appeal to Ethics/
Credibility/ Morality

Pathos:
Appeal to Emotion/
Passion
Pathos



Logos
Logos:
Appeal to Logic &
Factual Reasoning