

Ethos



Ethos is the Greek word for “character.” In order to convince people to agree with you, you need to establish that you are worth listening to. If your audience thinks you are trustworthy, knowledgeable, likeable, and respectable, they will tend to believe what you are saying. The impression you make on the reader is just as important as the information you present.

Example:

“Let tyrants fear. I have always so behaved myself that, under God, I have placed my chiefest strength and safeguard in the loyal hearts and good-will of my subjects. And therefore I am come amongst you, as you see, at this time, not for my recreation or disport, but being resolved, in the midst and heat of the battle, to live and die amongst you all. “

- Queen Elizabeth I (1588) from a speech meant to encourage her troops to fight against an invasion by the Spanish Armada