Aristotle defined *Rhetoric* as “the available means of persuasion.” When writing an argument essay, we have 3 main methods of persuasion: Logos, Pathos, and Ethos, targeting the mind, the heart, and the spirit (or gut) respectively. The most persuasive arguments use all 3 to address the entire reader.

Thank you to the Groovie Ghoulies for the lyrical help.

**Logos**

Literally translated as *word*. English derives the word *logic* from logos, and this form of persuasion involves mental arguments, analogies, facts and figures, and scientific research. Beware of faulty logic and snake oil sellers! (I need you like flowers need rain.)

Ex.

Ex.

Ex.

**Pathos**

English derives the words *sympathy* and *empathy* from pathos. Pathos persuades us through evoking feeling. Beware the cute raccoon who thinks your fingers are tasty! (I need you like black needs a cat.)

Ex.

Ex.

Ex.

**Ethos**

English derives the word *ethics* from ethos. These arguments try to persuade based on moral ideas of right and wrong, shoulds, ideology, and religion. Beware the Ethopox and party lines that turn thinking individuals into mindless hordes! (I need you like zombies need brains.)

Ex.

Ex.

Ex.