

THE THREE PILLARS OF PERSUASION

LOGOS



The Greek sense of the **"word"** was derived from a belief of a hidden order in the universe, the platonic idea of **pure forms** towards which all matter was driven.

Thus, Jesus made the **word** flesh.

This concept continued forth until the renaissance (when Aristotelian **logic** became more prevalent), and so as a root it is ubiquitous (everywhere), and serves as a prefix (**logo**graphic), a suffix (bio**logy**, mono**logue**), and shares a root with words such as **law**, **legal**, **lecture**, **lesson**, **lexicon**, **intellect** and **intelligence**.

"If you do your homework and come to class every day, the cumulative exposure to the material will lead you to a greater ability in solving its problems."

"Learning English will provide benefits that more than compensate for the time and energy put into it."

ETHOS



The study of **morals** and the **quality** of having a **moral** philosophy and **character**. A writer or speaker's **character** is based on **credibility** and **trust**.

But what is moral (**right** or **wrong**) is relative to each culture and custom, so the **ethos** of an academic are not the same as the **ethos** of a politician. And while the credibility of politicians is founded on an agreement with their views, academics strive for **purser logos** and/or **credentials**.

The root of **ethos** is a cousin of **ethnic** and **idiom**; it is the source of the words **ethics** and **etiquette**, but pronunciation varies:

¹iθʊs, ¹iθoʊs, ¹εθʊs

"You will do your homework because that is what is expected of a student at this school and also because I, your superior, am telling you to."

"Learning English will provide you with more respectability and greater insight into academic culture."

PATHOS



Suffering and **feeling** and **experience**.

Academia is suspicious of the use of **pathos** precisely because it is so effective.

As the wide mouth of the vase above suggests, it sways more people; thus, it is base and not reflective of **scientific truth** and **pure form**. This may be why Americans have developed the special sense of **pathetic** which means **ridiculous** and **unworthy** of sym**pathy** or consideration.

Its family includes **passion**, the sense of **feeling** in the suffixes of em**pathy**, a**pathy**, anti**pathy**, and the sense of **suffering** in the prefix of **pathology** and the suffixes of psych**opath** and socio**path**.

"If you don't do your homework, you will look like a loser in front of the other classmates and bring shame to your parents."

"Learning English brings a very rewarding sense of achievement."