

# ETHOS (RHETORIC)

Ethos is one part of the so-called rhetorical triangle. In Aristotle's Rhetoric, Ethos refers to a technical means of persuasion that has to do with the credibility of the persuader.

## OVERVIEW

In rhetoric, ethos, from the Greek word for "character," refers to persuasion through establishing the authority of the speaker.

According to Aristotle, people follow a trustworthy speaker more readily on almost all subjects and completely so if there are no other objective criteria to decide the matter for themselves.

## EXAMPLE

A person may be more inclined to believe a doctor on issues related to their health than friends, because they trust the doctor's word on matters in their field. Here, the person is relying on ethos - appeal to character / authority - to make a decision rather than logos (appeal to logic) or pathos (appeal to emotion).

# Options In Rhetoric

**DP Hallahan**



## **Options In Rhetoric:**

## **Options In Rhetoric** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has be evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **Options In Rhetoric**, a literary masterpiece that delves deep in to the significance of words and their impact on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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