ETHOS

Is the credibility that a speaker or writer brings to the subject that he or she is communicating about.

We trust certain kinds of people more than others—because they have expertise, or because they are well informed about the subject at hand.

PATHOS

Is the use of emotion in debate or argument.

Appeals to pathos surround us, particularly in visual arguments such as advertisements and many online videos.

LOGOS

Is the appeal to reason, to the forcefulness of a well-thought-out and well-structured position.

Some arguments make more logical sense than others, and many consider logos to be critical in the development and dissemination of ideas and values.