ETHOS

Ethos confirms the credibility of a writer or a speaker and thus they become trustworthy in the eyes of listeners and readers, who, as a result, are persuaded by their arguments. Ethos of a speaker or a writer is created largely by the choice of words he or she makes in order to convince listeners or readers. Being an expert on the subject matter that a speaker or a writer chooses determines his or her ethos.

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**DIRECTIONS**: In one complex sentence, explain how each quote appeals to “ethos.” Below are several sentence starters, which you may find helpful.

SENTENCE STARTERS:

* By [doing what?]…, the [author name/type] establishes credibility (ethos).
* The diction here establishes effective *ethos* because…
* The reader believes the writer here because…

**Example:**

**“Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best.”**

* ***By*** *remarking on their expertise in the field and the longevity of satisfied customers****, the company establishes credibility (ethos).***
* ***The diction here establishes effective ethos because*** *it relies on the technical expertise of their staff and the experience the company has in the field.*
* ***The reader believes the writer here because*** *the company mentions their expertise in the field as well as the customers who were satisfied by it.*

“Doctors all over the world recommend this type of treatment.”

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“John is a forensics and ballistics expert working for the federal government for many years – if anyone’s qualified to determine the murder weapon, it’s him.”  
  
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“My three decades of experience in public service, my tireless commitment to the people of this [community](http://literarydevices.net/community/), and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor.”

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