**Persuasion - Ethos**

**Persuasion** - To change a person or persons’ mind; to convince others.

**Credibility** - Being believable

---

**Read**

Ethos is one type of *persuasive* strategy. Ethos involves using *expert opinions* to attempt to persuade another person or persons. For example, many commercials use doctors to convince people that a certain prescription drug will help them with a mental or physical illness. Another example might be a basketball star doing a commercial to convince people that they should buy a certain shoe. In both of these examples, a person who is an expert at their job is telling others that something is good for them (or bad for them). Because these people are experts, they have *credibility*, which means we are more likely to believe them. This makes them more persuasive. Celebrities are common examples of people used to persuade using ethos.

**Respond**

**What is ETHOS?**

Ethos is a persuasive technique that involves______________________________________

______________________________________.

**What are two examples of ETHOS?**

1. 

2. 

**Why is it important to use experts to persuade people?**

Experts have______________________________________.
Apply

Think of some commercials you know, or research some commercial advertisements. Come up with a list of advertisements that attempt to persuade people through ethos. The first example has been completed for you.

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Celebrity or Expert</th>
<th>Why is this ETHOS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatorade “Be Like Mike”</td>
<td>Michael Jordan</td>
<td>“Be like Mike. Drink Gatorade.” If you drink Gatorade, you will be like Michael Jordan.</td>
</tr>
</tbody>
</table>

**Extension:** Think of an example of ETHOS in a story you have read, or are reading.

<table>
<thead>
<tr>
<th>Story</th>
<th>Expert</th>
<th>Why is this ETHOS?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>