

ETHOS

- I. Public speaking as a "human" activity places ethical responsibility on speakers.
- II. Classical rhetoric saw the good speaker as a "good" person.
- III. Ancient rhetoricians set rules and conventions of rhetoric.
- IV. Rhetoric was divided by Aristotle into five parts.
 - A. Invention
 1. Artistic proofs
 2. Inartistic proofs
 - B. Arrangement
 - C. Style
 - D. Memory
 - E. Delivery
- V. Artistic proofs are of three types.
 - A. Ethos
(credibility, believability, charisma, public image, ethical proof)
 - B. Logos
 - C. Pathos
- VI. Ethos was considered the most effective kind of persuasion.
 - A. Character of the speaker is essential in the judgment of his words by audience.
 - B. Honesty projected by the speaker wins respect.
- VII. A good public speech is closely related to speaker credibility.
 - A. Reveals commitment
 - B. Concerns a well chosen topic
 - C. Reveals audience awareness on the part of the speaker
 - D. Has substance
 - E. Reveals appropriate structure
 - F. Reveals skillful language use
- VIII. The ethics of a speaker are revealed through his behavior.
 - A. Shows respect for the audience
 - B. Shows responsible knowledge of the topic.

- C. Shows accuracy and objectivity in reporting information
- D. Makes careful distinctions among facts, opinions, and assumptions.
- E. Shows concern for the possible consequences of speech
- F. Shows concern for personal appearance

IX. A speaker works to achieve personal ethos.

- A. Gains contact with the audience
- B. Develops good will
- C. Reveals knowledge of the subject
- D. Attends to personal qualities of appearance and personality