



# Persuasive Writing

In persuasive writing, the writer's goal is to convince or persuade the reader to think, do, act, or believe something based on an appeal to emotion and feeling. There are many different techniques writers can use to be persuasive. One technique is called *ethos*.

## What It Is

The Greek word *ethos* means character. As a persuasive technique, ethos is an appeal to character, to the reputation or trustworthiness of the person making a claim.

## How It Works

If the reader or listener trusts and respects a writer/speaker, they are more likely to be persuaded by their argument.

**DIRECTIONS:** Think about a value you think everyone should share. Write a few sentences using **ethos** to persuade someone to embrace that value.

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