

## WRITING EXAMPLES OF ETHOS

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So, you've analyzed ethos in bullet point format. How do you turn that into an essay?

1. Start with a good lead-in. This includes:
  - a. Context: describe to your reader the relevant information needed to understand your quote. Without it, the stand-alone quote may be meaningless.
  - b. Speaker: Whether it's the author or another character, the speaker is essential information.
2. After the lead-in and quote, begin transferring your bulleted analysis into sentence form.
  - a. Remember: every device is utilized by the AUTHOR, not the speaker.
  - b. Active voice is required. Do not use "is, am, are, was, were, be, being, been."
  - c. Vary your verb choice when discussing the effects of terms.
    - i. EX: portrays, conveys, illustrates, underscores, highlights, contrasts, depicts
  - d. Transitions are important; analysis can seem very choppy without them.
    - i. EX: similarly, additionally, also, furthermore, moreover, first, finally, etc.
  - e. When quoting a book, don't forget the in-text citation at the end of this sentence.

### EXAMPLE 1:

"defending freedom in its hour of maximum danger. **I do not shrink from this responsibility**"

- Line from John F. Kennedy's inaugural address, delivered on January 20, 1961
- Ethos: I.C. → courageous → gives credibility as strong president and leader
- Implication → suggests his leadership and strength amidst adversity to be unique qualities others lack

When addressing the United State's citizens, John F. Kennedy states that "I do not shrink from this responsibility"(4). Kennedy uses ethos to indirectly characterize himself as courageous, giving him credibility as a strong president and leader. Additionally, he implies that other politicians lack the leadership and strength amidst adversity that he possesses.

### EXAMPLE 2:

"**We are masters in our nonviolent movement** in disarming police forces"

- Line from Martin Luther King Jr.'s "I've Been to the Mountaintop" speech, delivered on April 3, 1968
- Ethos: I.C. → assertive → gives credibility as a leading activist
- Authoritative diction of "masters" creates a hopeful tone, inspiring further bravery and control in protest

When rallying support for his demonstrations during the Civil Rights Movement, Dr. King declares, "We are masters in our nonviolent movement" (12). First, King utilizes ethos to indirectly characterize himself as assertive, bolstering his credibility as an experienced and capable leader. Additionally, King uses the authoritative diction of "masters" to create a hopeful tone, inspiring further bravery and resilience among fellow protestors.