

## Tell a Balanced Story!

One of your goals is to tell a story that balances Aristotle's 3 persuasive appeals: *Ethos*, *Logos*, and *Pathos*. If you fail to do this, your reader will feel one of three things: Alienated, Intimidated, or Manipulated. Explore the Infographic below to see how to infuse all 3 elements into your essay in a way that practically guarantees success!

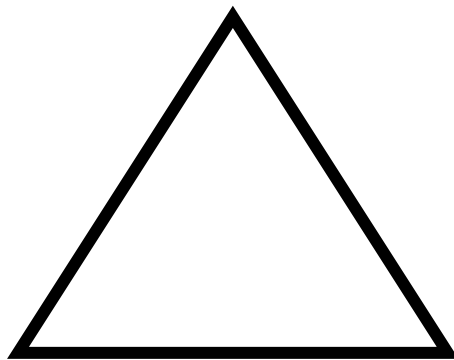
### Effects of Ethos:

- ◆ Builds trust
- ◆ Increases likeability
- ◆ Establishes selfless mindset
- ◆ "Others"-focused
- ◆ Encourages a vote/selection
- ◆ **Too Much Ethos:** The essay becomes a brag-fest that's all about you and what a great person you are.

### How to Establish Ethos:

- ◆ **Show Gratitude:** "I'm grateful to my family for teaching me to...."
- ◆ **Specifically Identify** how others are served by your goals: "When I begin employment, I plan to assist the disabled by...."
- ◆ **Mention Moral Upbringing:** "I'm thankful that my father taught me the value of hard work and honesty...."
- ◆ **Concede Where Appropriate:** "My 9th grade report cards reveal how far I've come and how much I've had to learn about life...."
- ◆ **DON'T:** Brag too much, or "humble brag," where you veil your bragging with false humility. If it isn't genuine, don't write it. You only need 1-2 'gratitude' notes per essay to make your point!

## The Speaker (You) = Ethos



### Effects of Pathos:

- ◆ Builds empathy
- ◆ Increases desire to partner with you
- ◆ Paints a vivid picture of your story
- ◆ Makes your résumé "real"
- ◆ Activates subconscious human passions via the Hero's Journey
- ◆ **Too Much Pathos:** Leaves the reader feeling emotionally manipulated, and he/she will be turned off to you and your message due to a lack of trust.

## Subject = Logos

### Effects of Logos:

- ◆ Builds confidence in your abilities
- ◆ Establishes solid foundation for payment
- ◆ Reinforces emotion and characters statements
- ◆ **Too Much Logos:** The essay feels cold, mechanical, even formulaic, and lacks the humanity to cut through the pile.

### How to Establish Logos:

- ◆ **Use 2-3 Specific Numbers** to establish important achievements: "I've earned a 4.0 for the last 3 semesters!"
- ◆ **Combine Story with Solid Data:** While serving the poor of Haiti, I helped build 3 classrooms for a rural school...."
- ◆ **DON'T:** List achievements or overwhelm the reader with numbers. Blend the story and the statistics!

## The Reader = Pathos

### How to Establish Pathos:

- ◆ **Use Emotional Terms** to describe goals: "Traveling to Paris has been my goal since I was a little girl...."
- ◆ **Employ 3-4 Vivid Images** through the story: "Seeing that 'F' cut my pride like a knife...."
- ◆ **Describe Your Passion for Others:** "No one should have to watch a pet die like this, and it hurt to see my neighbor suffer...."
- ◆ **DON'T:** Use emotional images and ideas everywhere. Limit yourself to 2-4 strong emotional notes per essay. Use *pathos* like pepper!

