

Ethos

'Ethics'

Establishing
personal
credentials

Getting your
audience to
trust you

Pathos

'Pity'

Inspiring an
emotional
response

Getting your
audience to
feel

Logos

'Logic'

Arguing based
on reason and
facts

Getting your
audience to
think

POSSIBLE PLOTLINES FOR ETHOS, PATHOS, LOGOS

A world wherein employees work nonstop with no vacation—a riot ensues.

Someone found the cure for cancer, but the government won't fund it and wants it kept a secret.

A woman receives her inheritance and loses it all in 24 hours.

Villains become heroes.

People live in a world without light.

Someone infects all the animals in a zoo with a rabid-like disease and lets them loose.

A killer recreates famous murders from Sherlock Holmes.

A man falls in love with a woman at a funeral—her husband's funeral.

A robot falls in love with his creator—but his maker tries to destroy him.

The Internet is shut down for an entire year.

A grown man has an imaginary friend.