

Ethos

[Linguistics](#), [English](#)



Use of Ethos on UNICEF website Ethos is a rhetoric tool used appeal to ethics, and is a means of convincing the audience of the character or credibility of the persuader. A critical analysis of the UNICEF website <http://www.unicefusa.org/> in respect of the various photos which are posted exhibit ethos. The visual impression they create is a critical and creative approach towards appealing for support towards children who are subject to catastrophes. Most of the image content on the site focuses on realistic presentation of the messages by depicting the plight of underprivileged children across the world and this constitutes ethos (Hyde 4-13).

Stand up for Syria's children

After three years of conflict, a generation may soon be lost. Be a champion for the children of Syria. Sign the pledge to help secure their future. (<http://www.unicefusa.org/>)

Central African Republic

Children are being targeted for violence. Help UNICEF protect them. (<http://www.unicefusa.org/>)

Children affected by war

Syria's war, now well into its third year, threatens to scar an entire generation of the country's children. (<http://www.unicef.org/photography/>)

Photo of the Week

South Sudan, 2014: A boy in the Mingkaman camp for displaced people (<http://www.unicef.org/photography/>)

Adamou, 10, Central African Republic (http://www.unicef.org/photography/photo_seeme.php)

James, 11, Sierra Leone (http://www.unicef.org/photography/photo_seeme.php)

Ismahan, 13, Somalia (http://www.unicef.org/photography/photo_seeme.php)

There is need to understand that ethos in the photos instills the sense of unity towards saving children which appeals for an inclusive support along the racial, ethnic and religion divides. This rhetoric tool that proves the credibility and goodwill of the organization towards enhancement of support to save children is central in the operation of the organization (Hyde 43).

Work cited

Hyde, Michael J. *The Ethos of Rhetoric*. Columbia, SC: Univ. of South Carolina Press, 2004. Print.