

Ethos

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



Understanding Ethos One firmly believes that the concept of ethos indicates establishing due credibility and authoritativeness of the author in terms of competency and qualifications garnered through educational background, work experiences, and expertise in the subject being written about.

2. You make good use of expert sources to back up your argument. (Strong external ethos)

3. Including stories of personal experiences at UAB in talking to a high school student who is thinking about attending UAB (Strong internal ethos)

4. The story that Trimble tells in “ Proofreading” clearly illustrates ethos in terms of the lesson relayed by Professor Maynard Mack that “ the most important thing a writer has going for him is his credibility” (Proofreading 101). The mere citing quotations in verbatim need to be done with utmost accuracy to illustrate that the writer has duly established credibility and reliability in the arguments borrowed from other sources.

5. The writers’ word choices could impact projecting an image of credibility and authority with the reader through exemplifying that what one has learned through theoretical frameworks, in conjunction with years of experience in one’s endeavor is effectively transmitted and communicated in writing. This includes ensuring adherence to grammatical rules, as well as relaying information that adds value to the reader through expertise and competencies that were authoritatively acquired.

6. The clothes one wears to a job interview adds credibility and thereby, likewise makes a difference in establishing ethos. The projected image manifested through the selection of the most appropriate attire during the interview would make either a positive or negative reflection of one’s work

behavior and ethics. The physical feature exhibits the kind of professionalism that would be projected to the public if and when the applicant would be admitted to the organization.

7. aarongordon@uab.edu is the email address the Aaron Gordon should use when he sends an email to a potential employer because the address is more formal and projects an image of professionalism through establishing it coming from a higher educational institution.

8. Yes, following the advice of Shipley and Schwalbe regarding not writing an email in all caps could be linked to ethos in terms of discerning the need to maintain professionalism, cordiality, and courteousness in sending messages by using appropriate font, sizes, and color. Likewise, using all caps could be interpreted as shouting to the recipient and would therefore not be conjured as making a good impression about the sender.

Works Cited

Author. "Proofreading." Book Title. Publisher. Date. Print.

Shipley, David and Schwalbe, Will. Send: The Essential Guide to Email for Office and Home.

Publisher. Date. Print.