
5 説得力を出すための3大要素とは！

説得力のある英文を書いたりスピーチするためには、ethos、logos、pathosの3つの要素が必要です。

ethosとは、あなたの述べる内容がもっともであると思わせるための手段で、歴史上の人物の格言を引用したり、「ノーベル賞受賞者の〇×が言っているが…」と述べたり、「これは欧米では世の常になっていますが…」と常識をふりかざして説得するものです。

pathosとは、つまり「可哀想だ」と思わせて説得したりする方法のことで、広義には人間の感情に訴えて説得するやり方で、声をふるわせたり、目に涙をためて訴えたりすると、「感情の動物」である人間に対して絶大な効果を発揮します。

logosとは、ご存じのように「論理性」のことで、論理明快であれば、当然説得力が増します。特に英語においてはこの「論理明快さ」が重視されます。しかし、これだけでは、頭でわかっていても人の「心や行動」が動きません。

そこで、まずは“ethos”で始まり、“logos”で理由を強く述べ、“pathos”で締めくくり、読者や聴衆の心を動かすのが効果的だといわれています。

次の例は、かつて私の生徒が米国の大学院にapplyするときにした抱負(statement of purpose)を私がリライトしたのですが、それらがどのように用いられているかを見てください。

I worked as a secretary for a medical professor, a world-famous ophthalmologist, at ○× University for ten years. **Proud of my work** (自己の仕事に誇りと満足感を抱いていたため), I had dedicated myself to the secretarial work. I grew more and more anxious about my future and career objectives. "What life can a thirty-five year-old woman without children live? How can I live the rest of my life without feeling any regret? What do I live my life for?" Through this soul-searching (こういった内省の中で), one day I got the revelation that I have to prove my worth to other people and **I must leave something "valuable" to the next generation!**

My increasing desire to grow out of the "unsung heroine" drove me further and further into the search of more challenging work that gives me a sense of accomplishment. Then my chance encounter with my class teacher at senior high school gave me a new life, a job opportunity at the senior high school I had graduated from.

Since then, I have been working as a teacher of English at ○× High School, making tenacious efforts to improve my teaching skills every day. **However,** despite the growing importance of communicative competence, English education at most Japanese high schools still remains impractical, focusing on the notorious rote memorization and the grammar-translation approach. **Mired in this quandary** (この難局の中で), even the efforts of AETs (Assistant English Teachers, who are native speakers of English) **won't make any difference.** **What is worse,** excessively tricky questions in grammar and reading comprehension given in the rigorous college entrance exams are seriously undermining students' drive for English study. **There is no doubt that this approach will never generate "the real thrill" of English study!**

This inertia of Japan's English education has made me keenly realize the

critical importance of revolutionizing the traditional way of English teaching into the ones that can enhance student's motivation for language learning. **Then I have groped and groped for new methods and tried hard to remedy the situation.** This struggling has led to my interest in TESOL programs. **"I must acquire the wisdom of trailblazers** and develop new methods of successful English teaching with other dedicated teaching professionals and researchers from around the world!"

Fortunately (幸運にも), I just learned from Japanese and American friends of mine that the TESOL program at O× is the best in the U.S. for its excellent faculty and methodologies in this field. Their fervent admiration for your program has intensified my interest in English education. **Now I am convinced that O× University is the only university where I can learn the essence of "Teaching English to Speakers of Other Languages."**

In this age of globalization and multiculturalism, it is my pride and joy to study English teaching methods with energetic and aspiring people who are willing to sacrifice themselves to break new ground. **I have the desire, dedication, and determination to get to the "heart" of English** and to accomplish my lifework of bringing the "joy" of English to everyone around the world.

皆さん、いかがでしたか。太字は **pathos** が表れている部分です。説得力のある力強い文体だったでしょう。これなら英語教育への情熱が相手に伝わり、大学院に合格することでしょう。このエッセイはまた、話を論理明快にするためのつなぎの言葉 (transitional devices) が効果的に用いられている点にもお気づきでしょうか。このように "this ~" と「代名詞+ (前述の状況を表す単語)」を用いることによって論理的に話が流れていくのです。transition がスムーズなら、使われている語彙が難しくても、話の内容が理解しやすい達意の文となるわけです。

それでは、次は高校生が書いた英文ですが、わかりにくくて迫力に欠けています。“encore”というタイトルで書かれた英文ですが、encoreの印象が薄く、ややもすれば“what I gained from my band activity.”というトピックの内容になってしまいます。そこで、“encore”というすばらしいシンボルを活かして、元の文章の内容をできるだけ変えずに、タイトルとの多少のずれは目をつむって、pathosに訴える英文にリライトしてみました。リライトしたものがわかりやすく説得力があるかどうか、考えてみてください。

Encore (オリジナル)

“Encore!,” “Encore!,” the voice from the audience.

This is the moment I love most. “Encore” makes our performance more energetic. Every time I hear a shout of encore from the audience, I cannot control my emotions and tears start falling.

I have been a member of a music band since Junior High. I’m the vocalist. Today, I’d like to talk about what I have learned through music.

Firstly, I’ve gained self confidence. After finishing our performance, I feel like I’m on the top of the world.

One day, after one of our performances, a member of audience came up to me and said, “I was so moved to see your performance. I was so inspired. I’ve never experienced such a feeling!” Those words struck me strongly. “Oh, my music can inspire people.” “Music we’ve made up can give courage and pleasure!” I have never experienced such a feeling before. It was fantastic!”

Secondly, music can make harmony in our mind. Each member of our band has a strong character. Each argues strongly what they think. So it’s tough job to make our music harmonized. When we started, our

music was not real harmonious. Each of us was busy doing their special music job that our music was a mess. But the more we practiced, the more harmonized our music became clear and coherent. This in turn, harmonized our group in song and spirit.

Here, I have a question. What makes you confident? When is the moment for you to live energetically? That is the moment I believe you make the most of your quality and talents. Some might already find your talent but some might not yet. But be sure that each of us (you) possesses the talent. Even I have one, so why not you?

"I'm so happy doing this!" "I really want to do this!" When you have such feelings, you must try! If you are happy doing what you want, your life will change. Your life will begin to get better.

I really want you to have your own "Encore."

Thank you.

では、次は私がリライトした英文です。

Encore (リライトしたもの)

"Encore!" "Encore!," the voice from the audience. This is the moment I love most. Encore makes our performance more energetic and exciting. Every time I hear a shout of encore from the audience, I cannot hold back tears welling up in my eyes.

I've been a member of a music band named XXX since I entered junior high school. I'm a vocalist, and the band activities have given me something extremely valuable.

First, I've gained self-confidence. Every time we give a

performance, I feel like I'm on the top of the world. One day, after the performance, one of the audience came up to me and said, "I was so moved to see your performance. I was so inspired. I've never experienced such a feeling before in my life!" Those words struck me. "Oh, the music we create can impress and inspire people! It's fantastic!" **That experience boosted my confidence to the sky!**

Second, I've learned the importance of "team spirit". Each member of our band has a unique personality. Each strongly asserts what they believe. So it was very tough to play music in harmony. When we started the band, our music was far from harmonious. Each of us was so busy creating their own music that the performance as a band was a total chaos. But the more we practiced, the more harmonious our music became. So did our band. **This experience has brought us together and cultivated a team spirit.**

Last but not least, I've got something that really gives me a sense of accomplishment. Let me ask you what makes you happy and enthusiastic. When do you feel most energetic? Only when you find something that makes you feel really happy, energetic, and enthusiastic, can you truly make the most of your qualities and talents. **The band activities have given me something truly challenging, which is extremely important for my life.**

Do you have something to live for? Do you have something you can be really enthusiastic about? **To me, the band activities are everything,** because "Encore" I receive from the audience after the performance gives me self-confidence, team spirit and a great sense of accomplishment. This is what I live for and the essence of my life. **I have my own "Encore" in my life, so you must get your own "Encore" in your life! "Encore" will enrich and energize your life.**

“Encore” brings you happiness, a sense of accomplishment, and a dynamic personality.

いかがでしたか。元の英文よりもスムーズに展開し、また力強くなっているでしょう。第2段落でも、**the band activities**で前文を拾うことによってつながりがよくなっています。次に注目してほしいのは、**First, Second, Last,**と続くパラグラフがトピックセンテンス（ポイント）で始まり、その最後の文が“**internal summary**”と言われる段階のまとめになっている点です。これによって、非常にわかりやすく記憶に残りやすいものになります。太字の部分はポイントと力強い部分です。トピックから一度それましたが、全体を見ると力強く説得力があり、軌道修正されたので、違和感なく入ってくるでしょう。

さて次の英文は、ある大学生がスピーチコンテストに出るための原稿として書いたものですが、史上の名言を引用するところはなかなかインパクトがあって素晴らしいですね。リライトしたものは、各パラグラフにトピックセンテンスを含めることで、まさに **pathos** に訴えようとしています。全体的には、**ethos, logos, pathos** すべてが入ったよくできた作品といえます。全体を引き締めながらも、各トピックセンテンスの頭では、必ずその例証を書いています。特に結論部には、聴衆のアクションを駆り立てるための力強さ・説得力を感じるでしょう。

Think Globally, Act Locally (オリジナル)

“Think globally, act locally!” These words were posted at the Rio Summit on Environment and Development in June 1992. Looking at the state of the world, we are met with environmental issues in every city in the world.

The causes of environmental destruction are everyday things, such as using electricity, cars and eating. So the basis of environmental measures is prevention, and communication.

To help the environment and change the world, I would like to recommend to people three things that I do everyday.

First of all, ① **making an effort to reduce waste contributes to the environment and saves us money.** Also by setting up electrical use standards, in Japan we can save energy by 0%. Plus once or twice a month we must clean the filters of our air conditioners. In addition, using fluorescent lights is about 75% more economical than using regular light bulbs. ② **Francis Bacon said, "Knowledge is power. Light gains make heavy purses."**

Second, willingly choose environmentally friendly goods, or rent green friendly machines, this is very easy and important. As a matter of fact, last month my family bought a new refrigerator. At that time, we carefully checked up on the eco-label, the energy-saving standard achievement rate of the refrigerator and its energy consumption per annum. I also try to recycle paper materials, like white leaflets from my mailbox and the newspapers and magazines that my family and I have read. Plus I have given my old clothes away to some needy boys. At my house we have many trees, which are good for the environment because they make oxygen. If you can, you should plant trees, fruits and vegetables. We grow plums, peaches and myoga, which we eat. This is good for the environment and for us.

Lastly, the most important activity is civil action. One by one, we must take an interest in environmental problems. We must tell other people about environmental problems and their history. Did you know there was mining pollution in the Edo period? Or have you heard about Minamata Disease which long ago was caused by mercury poisoning? Due to problems like these today citizen's movements must cooperate with enterprise and local governments for energy consumption ideas and segregated disposal and recycling. Also you and I must make proposals that companies make environmentally friendly goods. Our appeals will go through irresponsible businesses

like a hot knife through butter.

③ **William Shakespeare said, "Action is eloquence."**

As I said our efforts to reduce waste, buying green products and civil actions are important. Everyone knows it is important for us to wrestle with difficult environmental problems, so, let us start with what we can do and consider many points of view. All human beings and all countries are affected, so this is a universal subject. Therefore we must have mutual understanding. We need to think together and solve together. That is to say, international cooperation is what we need.

"So, to change the world and solve environmental problems, think globally, and act locally!"

①「～するべき」であると言っているので、「～は～につながる」では間接的なメッセージで弱いので変えます。

②③ この歴史上の人物の格言の引用はインパクトがあり、効果的です。それでは、次は私がリライトしたものです。見比べてみてください。

Think Globally, Act Locally (リライトしたもの)

"Think globally, and act locally!" These words, which demonstrate the importance of "sustainable development" were posted at the Rio Summit on Environment and Development in June, 1992. Looking at what's going on in the world, we are now faced with increasing environmental degradation throughout the world.

① As you can see, the causes of environmental destruction are everyday stuff such as the use of cars, paper, and electricity. Therefore, I firmly believe that each one of us needs to be fully aware of the ② gravity of environmental problems and that we must make concerted efforts to protect the environment.

In order to protect the global environment and save the world, we must do the following four things.

First, we must redouble our efforts to save energy. For example, you can greatly save electricity if you keep electric appliances unplugged not in use, use fluorescent lights instead of incandescent light bulbs, and clean the filters of air-conditioners regularly. The use of fluorescent lights is 75 % more economical than the use of regular light bulbs. **Francis Bacon once said, "Knowledge is power. Light gains make heavy purses."**

Second, it is very important to use environment-friendly products. For example, the use of environment-friendly refrigerators, air-conditioners, and washing machines will contribute greatly toward curbing CFC emission, not to mention energy saving.

Third, we need to reuse used leaflets, newspapers, clothes, and so on. This will greatly reduce waste and air pollution. The reusing of various materials is essential because excessive use of paper is a serious problem nowadays and burning those items is a major cause of dioxin.

③ Last but not least. Civil environmental movement and action are extremely important. Remember the civil movement and action forced chemical plants to stop manufacturing the hazardous products that cause mercury poisoning and to pay huge compensation to the victims. This demonstrates the fact that civil protest will make a great difference in environmental protection. Actions speak louder than words. **William Shakespeare said, "Action is eloquence."**

In the age of environmentalism and "glocalism," **④ we cannot overemphasize the importance of "think globally and act locally."**

Heightened awareness, international cooperation and conscientious efforts by every citizen are **crucial** for the protection of the global environment. **It's high time** ⑤ we thought globally and acted locally in our drive toward saving our planet. ⑥ **Now we've got to do something about it before it's too late!** Even our small efforts will ⑦ **make a huge difference! It's now or never! Let's all pull together** to save our planet for us and the future generations. Thank you.

①つながりがよくなります。

②これは“seriousness”のことで力強い。

③最後に述べますが、重要であることを強調する表現なので覚えておきましょう。

④～⑦は、問題の重要性とアクションを駆り立てる勢いを感じさせます。

(和訳) 「地球規模で考えて、足元から行動しよう！」

「地球規模で考えて、足元から行動しよう！」これは、持続可能な開発の重要さをうたう、1992年6月の環境・開発、リオ・サミットで掲げられた言葉です。世界情勢を観ると、あらゆるところが、環境の悪化に直面しているのがわかります。

ご存じのように、環境破壊の原因は、車や紙、電気の使用という日常のありふれたことなのです。ですから、私たちの1人1人が環境問題の重大さを十分に認識することが必要であり、また環境を守るためにみんなで真剣に取り組まなければならないと確信します。

そこで、地球環境を守り世界を救うために、私たちは次の4つのことをしなければなりません。

第1に、エネルギーを節約するために、私たちはもっと努力をしなければならないのです。例えば、使用していないときに、電気器具のプラグをコンセントから抜いて電源を切ったり、白熱灯の代わりに蛍光灯を使用したり、エアコンのフィルターを定期的に掃除したりする、そうすることによって、電気をかなり節約することができます。蛍光灯を使うと、普通の電灯よりも75%も経済的です。フランシス・ベーコンはかつて言いました。「知ることは力である。ささやかな節約でも、度重なれば財布は重くなる」と。

第2に、環境に優しい製品を使うことがとても重要です。環境に優しい冷蔵庫、エアコン、洗濯機の使用は、エネルギー節約のみならず、フロンガス排出抑制に大いに貢献するでしょう。

第3に、私たちは使用済みのチラシ・新聞・衣服などを再利用（リユース）する必要があります。これはゴミや大気汚染を大いに減少させるのです。このことはきわめて重要です。