

## The many faces of identity

Research on persuasion in political science tends to focus on the interplay between various arguments on a given 'dimension' of an issue, in Riker's terminology. Yet, ancient rhetoricians recognized the persuasive potential not only of the logos - the logical, reasoned argument, but of elements pertaining to the emotions (pathos) and to the speaker's identity (ethos).

We focus on the latter, showing a computational linguistic mechanism for systematic detection of socio-cultural elements of the speaker's identity in the text, and pointing out how these underlie the rhetorical design of a piece of communication.