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## **From Logos – To Ethos and Pathos: The Role of Technology in the Evolution of Human Interaction**

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### **Abstract**

In the beginning was the Word and the Word  
was with God, and the Word was God.

The Word as God in the Bible goes beyond the metaphysical context with its philosophical connotation of the extraordinary capacity of the human race to use language as a means of communication. The term “logos” when applied to the Biblical “word” suggests the spiritual power of the human intellect that is associated with speech and turns it into something more than just a formal code. The human “word” as the Word of God implies (apart from logos) also ethos because of its creative side which is based on emotion. In the social, political and cultural history of *Homo Loquens* (“The Talking Man”), emotion as ethos played an important role in the social identity of groups of people on the principle of “My Word” vs. “Your Word.” It was not until after the Age of Modernity when technology significantly improved human interaction up to the point of pathos (the sympathy with the suffering of others)—the leap across basic hostility against the unknown, in favour of a deconstructive understanding of the Other, based on knowledge that reveals the common ethic background of humans around the Globe.

**Keywords:** *logos, ethos, pathos, language, communication, society, emotion, otherness, technology, knowledge, interaction*