Name: Section:



Date: Score:

Rhetorical Appeals

ETHOS, PATHOS, AND LOGOS

Watch the video and answer the questions below. You can scan the QR code to view the video lesson.

1. Ethos appeals to an audience's ______, _____, _____, _____, _____, _____,

and _____.

2. Out of the following two statements, which one presents a more credible argument? Explain your answer.

a 75-year study by Harvard found that relationships have a powerful influence over your health and longevity.

Or

After taking six days to contemplate my life, it is clear that relationships have a powerful influence on health.

3. Why can speaking with a certain tone and using language your audience is familiar with help you build credibility and trust?

. Why does qualifying your argu	ments often help you build trust with your audience?

5. An appeal to an audience's emotions is called ______.

6. How is this statement trying to appeal to people's emotions? Explain your answer.

"Caring for the environment may not change your life, but it will change the lives of your children."

7. Why do you think anecdotes can be a powerful tool for appealing to people's emotions?

8. Logos is a rhetorical appeal that appeals to an audience's sense of ______.

9. How does Barack Obama appeal to his audience's sense of logic in this paragraph?

"But tonight, we turn the page. Tonight, after a breakthrough year for America, our economy is growing and creating jobs at the fastest pace since 1999. Our unemployment rate is now lower than it was before the financial crisis. More of our kids are graduating than ever before. More of our people are insured than ever before. And we are as free from the grip of foreign oil as we've been in almost 30 years."

10. Write an argumentative paragraph arguing about anything you want. Just be sure you integrate ethos, pathos, and logos into your paragraph.