

Answers

1) credibility, trust, character, ethics

2) Statement two is more credible.

The first statement is more credible and trustworthy because it is supported by a long-term study (75 years) from a prestigious university (Harvard).

The second statement is based on only “six days of contemplation.” This is a short period of time compared to a 75-year study. And one person’s “contemplations” is not nearly as credible as a study done by a University.

3) Speaking the language of your audience builds rapport - and this increases trust. We tend to trust people we relate with.

4) Qualifying your arguments makes you appear like a nuanced thinker, and this makes you seem more trustworthy. A person who appears fair seems more credible than a person who is biased.

5) pathos

6) This statement appeals to our love for family - especially our children. The “environment” doesn’t necessarily elicit strong emotions. It is something complex and impersonal for many people. However, if we can connect an idea - such as the environment - with our children’s future, this can provide an emotional response.

7) There is something deeply human and personal about stories. In fact, people typically see their lives through the prism of a story. Stories allow people to connect with others and see themselves as part of something bigger than themselves.

8) logic

9) Obama’s statement follows a logical line of reasoning. Obama makes the claim that America had a breakthrough year. He then supports this claim with evidence that aligns with his claim.

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

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