

Name:  
Section:



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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.

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

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4. Why does qualifying your arguments often help you build trust with your audience?

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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.”

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

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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."

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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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## 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.

For more resources, visit [briantolentino.com](http://briantolentino.com)

