



Name: _____

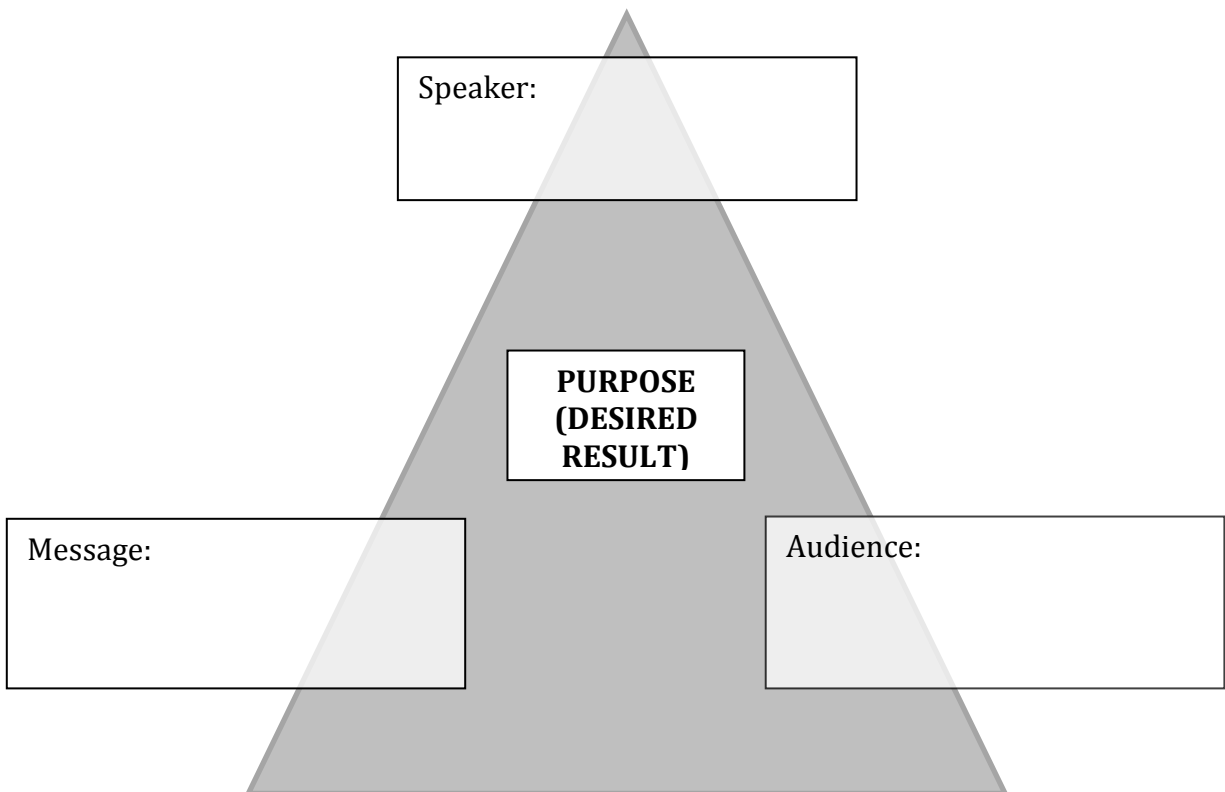
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The Rhetorical Triangle and Rhetorical Appeals

Define persuasion: _____

To understand what we are being persuaded to do, we should focus on FIVE questions:

1. Who is the _____?
2. What is the _____?
3. Who is the _____?
4. What _____ are being used to _____?
5. What is the desired _____?



Rhetorical Triangle

Rhetorical Appeals: Three Methods to Persuade:



1. Pathos: Uses emotions to Persuade
 - a. Speaker: _____
 - b. Message: _____
 - c. Audience: _____
 - d. Pathos: _____
 - e. Desired Result: _____
2. Logos: Uses Logic like facts and statistics to Persuade
 - a. Speaker: _____
 - b. Message: _____
 - c. Audience: _____
 - d. Logos: _____
 - e. Desired Result: _____
3. Ethos: Uses a person's credibility and trustworthiness to Persuade
 - a. Speaker: _____
 - b. Message: _____
 - c. Audience: _____
 - d. Ethos: _____
 - e. Desired Result: _____

How does the last commercial use all three techniques?

Pathos: _____

Logos: _____

Ethos: _____

Speaker	Message	Audience	Method	Result
	LOGOS		ETHOS	
		PATHOS		