

MODES OF RHETORIC LOGOS, PATHOS, ETHOS

Assignment: Find, in magazines, newspapers, or online, one example each of logos, pathos, & ethos. Cut out the advertisement or article and paste, staple, or tape it to a piece of paper, on which you also need to write a brief description explaining how that clipping is, in fact, an example of logos, pathos, or ethos.

Logos – An appeal to logic

Pathos – An appeal to emotion

Ethos – Persuasion by means of the character of the speaker/writer (trust)

Staple all 3 together & turn in.

Complete all 3 for a 100% – test grade.



Ethos

This advertisement is an example of ethos because it is trying to imply that the product is somehow better because it's "America's best-selling truck line." We're supposed to believe the American people; therefore, we're supposed to believe the ad.



Modes of Rhetoric Power Point

