Name: English 12

**Rhetoric: Appeals in the Media**

12.4 Student will read and analyze a variety of informational materials, including electronic resources.

12.1 Student will make a 5 to 10 minute formal oral presentation.

Objective: Student will correctly identify appeals in visual and print media.

**Directions**: Using online or print resources find ethos, logos, and pathos and explain how the speech or advertisement reflects the appeal.

Options:

1. Find three advertisements that contain the appeal. Identify the appeal and explain (written).
2. Select a speech from the link <http://www.americanrhetoric.com/moviespeeches.htm> or <http://www.filmsite.org/bestspeeches.html>. Highlight the text and identify the type of appeal. A brief explanation should explain the appeal.
3. Find a comic, political cartoon, or other visual rhetoric and explain the use of the appeal.

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