Name: English 12

**Appeals in Rhetoric**

Appeals are the foundation of any argument. We see them constantly on advertisements, hear them from our parents, and use them with our friends.

What are they?

**Ethos (ethical appeal)**-shows the ethics or values of the speaker. This gives credibility to the speaker and gives a reason for the audience to listen to their message.

**Logos (logical appeal)**-these are the reasonable and rational support of the speaker’s message. We hear them and say, “That makes sense.”

**Pathos (emotional appeal)**-these move or challenge the audience.

**Directions:** After watching the video, see if you can find the different types of appeals.

|  |  |  |
| --- | --- | --- |
| **Ethical/Ethos** | **Logical/Logos** | **Emotional/Pathos** |
|  |  |  |