

Name: _____

Date: _____

Period: _____

Ethos, Pathos or Logos

Determine if the statement is using ethos, pathos, or logos in order to make their point. After you've determined which art of persuasion they are using, explain WHY. Go into detail.

1. "Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best."

Ethos, Pathos, Logos: _____ WHY? _____

2. "If we do not leave this place soon, we will end up yelling for help. We do not see anyone to help us here. So, leave this place and live."

Ethos, Pathos, Logos: _____ WHY? _____

3. · All men are mortal.

· Socrates is a man.

· Therefore, Socrates is mortal.

Ethos, Pathos, Logos: _____ WHY? _____

4. "Crafty men condemn studies, simple men admire them, and wise men use them; for they teach not their own use; but that is wisdom without them, and above them, won by observation."

Ethos, Pathos, Logos: _____ WHY? _____

5. "Believe me, my dear Miss Elizabeth, that your modesty adds to your other perfections. But you can hardly doubt the object of my discourse, however your feminine delicacy may lead you to dissemble. For, as almost as soon as I entered the house, I singled you out as the companion of my future life!"

Ethos, Pathos, Logos: _____ WHY? _____

6. "Doctors all over the world recommend this type of treatment."

Ethos, Pathos, Logos: _____ WHY? _____

7. "My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor."

Ethos, Pathos, Logos: _____ WHY? _____

8. "The veterinarian says that an Australian shepherd will be the perfect match for our active lifestyle."

Ethos, Pathos, Logos: _____ WHY? _____

9. "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"

Ethos, Pathos, Logos: _____ WHY? _____

10. "Where would we be without this tradition? Ever since our forefathers landed at Plymouth Rock, we've celebrated Thanksgiving without fail, making more than cherished recipes. We've made memories."

Ethos, Pathos, Logos: _____ WHY? _____

11. "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."

Ethos, Pathos, Logos: _____ WHY? _____

12. "In 25 years of driving the same route, I haven't seen a single deer."

Ethos, Pathos, Logos: _____ WHY? _____
