

Appendix: Persuasive Language Worksheet

1. Below are 3 examples of Pathos and 3 examples of Logos. Circle the examples of **Pathos**?

a. **Speaker:** nation leader

Audience: the nation

"It is better to fight and die for our nation than be ruled by the barbaric, authoritarian enemy trying to invade our country."

b. **Speaker:** parent

Audience: their child

"During the 30 years that I have lived in this house, I have never seen a ghost in your room."

c. **Speaker:** trade union leader

Audience: work force

"Your boss has continued to abuse his power; now it is time to stand up to him as a group."

d. **Speaker:** parent

Audience: their child

"You will make the right decision, because I have seen you since you were a child making rational decisions."

e. **Speaker:** NASA

Audience: the public

"After years of research, we can confirm that having a colony on the moon is possible."

f. **Speaker:** teacher

Audience: student

"After all the teachers checking your homework five times, we still haven't found a correct answer."

2. In pairs, write two examples of **Pathos**.

a. Speaker: Audience:

.....
.....

b. Speaker: Audience:

.....
.....

3. Below are 3 examples of Logos and 3 examples of Ethos. Circle the examples of **Logos**?

a. **Speaker:** parent

Audience: their child

"Smoking causes cancer. Therefore, you shouldn't smoke."

b. **Speaker:** boss

Audience: employee

"You know me – I have never missed a day of work in ten years, the other employees like me and my work is good."

c. **Speaker:** doctor

Audience: patient

"With my years of experience, I believe this is the medicine you should take."

d. **Speaker:** teacher

Audience: university

“The candidate’s work ethic is exceptional; she is intelligent and very popular with other students. This should guarantee her a place at this university.”

e. **Speaker:** teacher

Audience: education board

“With my 30 years of experience as a teacher at this school, the positive results I have achieved with my students and my popularity with the parents, I should be the next head teacher.”

f. **Speaker:** coach

Audience: athlete

“You know taking performance enhancing drugs would destroy your career and reputation as a professional athlete.”

4. In pairs, write two examples of Logos.

a. Speaker: Audience:

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b. Speaker: Audience:

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.....

5. Below are 3 examples of Ethos, 2 examples of Pathos and 2 examples of Logos. Identify each persuasive technique.

a. **Speaker:** parent

Audience: their child

“I have been happily married to your mother for 25 years, and I can assure you that your girlfriend will only bring you unhappiness.”

Pathos Logos Ethos

b. **Speaker:** sales staff

Audience: pet owner

“Your dog gives you unconditional love, so you should only buy the best product for it. This is the best product on the market.”

Pathos Logos Ethos

c. **Speaker:** mechanic

Audience: customer

“I have been a car mechanic for 27 years, and this is one of the best cars I have ever worked on.”

Pathos Logos Ethos

d. **Speaker:** teacher

Audience: a student

“With all my experience as a teacher, I know that if you study, you will be able to enter the university of your choice.”

Pathos Logos Ethos

e. **Speaker:** publisher

Audience: a teacher

"90% of teachers who have used this textbook, have seen an improvement in their student's ability."

Pathos

Logos

Ethos

f. **Speaker:** charity worker

Audience: possible donor

"With all your wealth and life comforts, I am sure you can donate a little money to people who are less fortunate."

Pathos

Logos

Ethos

g. **Speaker:** pharmacist

Audience: patient

"This drug has been tested numerous times, and no patients have reported side effects. It is safe."

Pathos

Logos

Ethos

6. In pairs, write two examples of **Ethos**.

a. Speaker: Audience:

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.....

b. Speaker: Audience:

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.....

Activity 1

Imagine you want to be elected as Prime Minister. Write a short short political manifesto which includes examples of the various persuasive techniques. When you have all finished, read your manifesto to the other political candidates. Each candidate votes for the best manifesto to decide who will be Prime Minister.

Activity 2

Each person must choose a profession or celebrity (no superheroes). Imagine you are all in a hot-air balloon. The balloon is rapidly falling to the ground, so you must decide which person has to be thrown out. Each person gives one reason why they shouldn't be eliminated using a persuasive technique. When finished, everyone votes to see who should be eliminated. This continues until one person is left. Everyone continues to vote for who should be eliminated even if they have been removed from the hot-air balloon.

Activity 3

Each person in the group must choose a product of their choice (pen, watch, wheel, etc). Using the persuasive techniques, sell your product to the other group members. When finished, the group votes for the best product, or the product that they want/need the most.

Answers:

1.
a. Pathos b. Logos c. Pathos d. Pathos e. Logos f. Logos
3.
a. Logos b. Ethos c. Ethos d. Logos e. Ethos f. Logos
5.
a. Ethos b. Pathos c. Ethos d. Ethos e. Logos f. Pathos g. Logos

Resources

A video explaining the rhetoric triangle might be found at the following YouTube reference:

Kristina Ulmer (Oct 20, 2016). The Three Persuasive Appeals: Logos, Ethos, and Pathos. [Video]. YouTube. https://www.youtube.com/watch?v=-oUfOh_CgHQ