

Logs, Pathos, Ethos Worksheet

You would like your parents to get you a new pet (dog, cat, lizard). You need to convince them why they should get you a pet. Use Ethos, Logos and Pathos to persuade them it is a good idea.

Remember : Ethos- credilbilty, your beliefs(it will help you, responsibility)

Pathos – appeals to their emotions (happiness, kindness, love)

Logos – Logical reasons (facts and data, reasons)

Name: _____

The Art of Persuasion
Three Persuasive Appeals

ETHOS
PERSUASION IS...
PATHOS **LOGOS**

SHOWS UP IN...

Examples:

Examples:

Examples:

Being aware of the appeals helps us:

The worksheet includes a central triangle diagram with 'ETHOS' at the top, 'PATHOS' at the bottom left, and 'LOGOS' at the bottom right. A dashed circle in the center contains the text 'PERSUASION IS...'. To the left of the triangle is a jagged-edged box labeled 'SHOWS UP IN...' containing a crown, a heart, and a key. To the right is a cloud labeled 'Examples:' containing a quote: 'Your thinking depends on your perception, just as your perception depends on the way you think.' Below the triangle is a large box labeled 'Examples:' with a pushpin icon, a magnifying glass, a sad face, a plus sign, an equals sign, and a dollar sign. At the top left is a banner with a pencil icon and the title 'The Art of Persuasion'. Below the banner is a photo of a man with a beard and the text 'His name is...'. To the right of the photo is an icon of a stack of books with an apple on top. At the bottom is a line for the student's name.