Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_ Hour: \_\_\_\_\_\_\_ Eng 10 A

**Rhetorical Strategies:
Ethos, Pathos, & Logos**

**An Introduction**

What do we mean by **rhetoric?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Tool** | **Definition** | **Example** |
| Ethos |  |  |
| Pathos |  |  |
| Logos |  |  |

**Ethos, Pathos, or Logos?**

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| **#** | **Sample Statement** | **Ethos, Pathos, or Logos?** |
| 1 | All True Make-Up: Because you deserve the best! |  |
| 2 | Macaroni and Cheese: Just the way Mom makes it! |  |
| 3 | Butterlys’ Knives: The Professional Choice! |  |
| 4 | 4 out of 5 people choose VITALISE for effective pain relief |  |
| 5 | Dynamic Security: We keep your family safe! |  |
| 6 | Shineywhite Mouthwash: Recommended by dentists! |  |
| 7 | If you want value for your money, then buy KING’S ALLSOFT TOILET PAPER |  |