

Name: \_\_\_\_\_

Period: \_\_\_\_\_

## Methods of Persuasion: Ethos, Pathos, & Logos

Good persuasive writing utilizes *at least* one of the three modes of persuasion:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Ethos

When you use ethos, you are proving that you are credible/believable.

Your reader can trust you from your:

- knowledge
- experience
- qualifications

McDonald's commercial (<https://www.youtube.com/watch?v=2So247Zt4G8>) utilizes **ethos** by:

### Pathos

When you use pathos, you are manipulating the reader through their emotions.

You must tap into the reader's:

- hopes and dreams
- fear
- pity

Google Chrome commercial (<https://www.youtube.com/watch?v=R4vkVHijdQk>) utilizes **pathos** by:

## Logos

When you use logos, you are proving your point with reasoning.

You support your argument with:

- facts/statistics
- logic
- inferences

Treehugger commercial ([https://www.youtube.com/watch?v=coDvAmY\\_AKE](https://www.youtube.com/watch?v=coDvAmY_AKE)) utilizes **logos** by:

### How do I use these methods of persuasion in my writing?

*Each of these statements demonstrates a different persuasive technique (ethos, pathos, or logos). Decide which statement matches with which technique, and write that on the corresponding line.*

Examples for the argument that Bowser is the best dog ever.

- \_\_\_\_\_: Whenever I am sad, like when my grandmother died, Bowser knows exactly how to take care of me so that I am able to stay positive.
- \_\_\_\_\_: I volunteered at an animal shelter for three years, and I've met a lot of dogs. Bowser is one of the most playful and considerate dogs I've ever known.
- \_\_\_\_\_: At the age of 11, Bowser has not lost any of his pep or energy and this helps us both stay young and active, which will help us live long and healthy lives.