

Rhetorical Devices: Ethos, Pathos & Logos

Name: _____ Date: _____

LEARNING OBJECTIVE

The student will identify ethos, pathos, and logos in a famous speech excerpt and apply all three to their own speech.

MATERIALS NEEDED

- printed/copied famous speech excerpt (student-sourced, e.g., a portion of a well-known historical speech)
- highlighters (3 colors)
- paper

HANDS-ON ACTIVITY

1. Read the speech excerpt once for overall meaning, then a second time slowly.
2. Highlight examples of ethos (credibility/character appeals) in yellow, pathos (emotional appeals) in pink, and logos (logic/facts) in green.
3. Make a 3-column chart labeled Ethos, Pathos, Logos and copy one quoted example from the speech into each column.
4. Return to your own persuasive speech draft from last week and add at least one new sentence each for ethos, pathos, and logos that were missing.
5. Underline your three new additions in your speech draft using the same three highlighter colors.

QUESTIONS

1. Give one example of pathos from the speech excerpt and explain what emotion it targets.

-
2. Give one example of logos from the speech excerpt. What kind of evidence is used (statistics, facts, logical reasoning)?

-
3. Which new sentence did you add to your own speech for ethos, and how does it build your credibility?
-

4. Why is it more persuasive to use all three appeals together rather than relying on just one?
