

English

Grade 11

Ethos, pathos and logos

Analyse how speakers persuade through credibility, emotion and logic.



I can identify and evaluate rhetorical appeals.



1 Sort it

Write each word in the right box.

As a doctor with 20 years of experience...

Imagine a child going to bed hungry tonight.

Crime fell by half after the lights were installed.

Our company has served families since 1950.

Think of the faces of those we lost.

If we cut waste, costs go down and profits go up.

Ethos

Pathos

Logos

2 Pick the answer

Circle the right answer.

1. A speaker uses statistics and cause-and-effect. This appeal is mainly...

A logos

B ethos

C pathos

2. Which is a rhetorical question?

A The meeting is at six.

B Who among us does not want a safer town?

C Please sit down.

3 Quick check

Circle true or false.

- | | | |
|---|-------------------------------------|--------------------------------------|
| 1. Ethos is about the speaker's credibility. | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 2. Pathos appeals to the audience's feelings. | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 3. Using logos always makes an argument true. | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 4. A speaker can use more than one appeal in the same speech. | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 5. A rhetorical question expects the audience to answer out loud. | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 6. Hyperbole is a deliberate exaggeration. | <input type="button" value="True"/> | <input type="button" value="False"/> |

4 Name the device

Draw a line from each device to its example.

☐ Rhetorical question •

• A. "I have told you a million times."

☐ Tricolon (rule of three) •

• B. "Is this really the town we want?"

☐ Anaphora •

• C. "Proud people, powerful promises."

☐ Hyperbole •

• D. "Faster, cleaner, cheaper."

☐ Alliteration •

• E. "Every child deserves a school. Every child deserves a meal."

5 Key terms

Use each word once: kairos, ethos, pathos, logos, audience.

1. Using the right argument at the right moment is called _____.
2. A speaker who mentions her medical training builds _____.
3. A photo of a sad puppy in an advert appeals to _____.

4. "Nine out of ten users saved money" is an example of _____.

5. Before you write a speech, think about who your _____ is.

6



Analyse the speech

Read: "Friends, I have taught in this town for 30 years. I remember our park full of laughter. Today, half of the benches are broken and the lamps do not work. Do we want our children to play in the dark? Vote to repair the park." Circle the best answer.

1. "I have taught in this town for 30 years" mainly builds...

A ethos

B logos

C pathos

2. "Half of the benches are broken and the lamps do not work" is mainly...

A pathos

B logos

C ethos

3. "Do we want our children to play in the dark?" is...

A a rhetorical question that appeals to emotion

B a statistic

C a quotation from an expert

4. What is the speaker's main purpose?

A to entertain the audience

B to get people to vote to repair the park

C to describe the town's history

7



The classical speech

Write 1 to 5 in the boxes to put the parts of a classical speech in order.

☐

Answer the objections (refutatio).

☐

Catch the audience's attention (exordium).

☐

End with a strong call to act (peroratio).

☐

Present your arguments and evidence (argumentatio).

☐

Explain the background of the case (narratio).

8



Think and write

Choose a speech or advert you know. Explain which appeal it relies on most, and how effective it is.

How did it go?



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Answer key

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Ethos

As a doctor with 20 years of experience..., Our company has served families since 1950.

Pathos

Imagine a child going to bed hungry tonight., Think of the faces of those we lost.

Logos

Crime fell by half after the lights were installed., If we cut waste, costs go down and profits go up.

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☐ D Tricolon (rule of three) •

• B. "Is this really the town we want?"

☐ E Anaphora •

• C. "Proud people, powerful promises."

☐ A Hyperbole •

• D. "Faster, cleaner, cheaper."

☐ C Alliteration •

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Use each word once: kairos, ethos, pathos, logos, audience.

- Using the right argument at the right moment is called kairos.
- A speaker who mentions her medical training builds ethos.
- A photo of a sad puppy in an advert appeals to pathos.

4. "Nine out of ten users saved money" is an example of logos.

5. Before you write a speech, think about who your audience is.

6 Analyse the speech

Read: "Friends, I have taught in this town for 30 years. I remember our park full of laughter. Today, half of the benches are broken and the lamps do not work. Do we want our children to play in the dark? Vote to repair the park." Circle the best answer.

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