



ELA Virtual Learning

English II

April 15, 2020



Grade/Course

Lesson: April 15, 2020

Objective/Learning Target:

- I can identify the aspects of rhetoric-ethos, pathos, and logos.
- I can analyze how rhetoric is used to advance the author's point of view or purpose.

Bell Ringer:



Think of a time you had to try really hard to convince someone of your point of view.

In a quick write: (2 or 3 sentences)

- What techniques did you use to convince them?
- How did you try to show them you were right?
- Were you successful? What would you have done differently?

Learn:

Rhetoric is the art of effective or persuasive speaking or writing. Authors use rhetoric to advance their point of view or persuade their audience of something. There are three different pieces of rhetoric that authors may use:

- **Ethos:** Ethical appeal, means to convince an audience of the author's credibility or character. An author would use ethos to show to his audience that he is a credible source and is worth listening to.
- **Pathos:** Emotional appeal, means to persuade an audience by appealing to their emotions. Authors use pathos to invoke sympathy from an audience; to make the audience feel what what the author wants them to feel. Another use of pathos would be to inspire anger from an audience, perhaps in order to prompt action.
- **Logos:** Appeal to logic, means to convince an audience by use of logic or reason. To use logos would be to cite facts and statistics, historical and literal analogies, and citing certain authorities on a subject.

Here's a [video](#) that further explains rhetoric and how ethos, pathos, and logos help rhetoric!



Practice:

Greta Thunberg is a young climate change activist who gave a speech at the UN Climate Action Summit demanding action be taken to prevent further climate change damage. [Here](#) is her speech.

As you listen, complete a double t-chart like the one below. Provide three examples for each of the rhetorical appeals.

ETHOS	PATHOS	LOGOS
1.	1.	1.
2.	2.	2.
3.	3.	3.

Practice:

After watching the video of Greta Thunberg's speech, how does she use each aspect of rhetoric (ethos, pathos, logos), and are they used effectively to persuade her audience? Use details from her speech to support your answer.

Practice Answer Key:

(Answers will Vary)

- Check your answer to make sure it meets the following criteria:
 - Did you write in complete sentences?
 - Did you use standard conventions (spelling, punctuation, grammar)?
 - Did you answer the question?
 - Did you support and explain the answer using details from the video?

Sample Proficient Answer:

Overall, Greta Thunberg uses rhetoric effectively to convince her audience to care about climate change. First, she uses logos, which appeals to reason and logic. She cites many facts and figures about the earth and global temperatures which gives the audience a logical reason why they should care about climate change. She also uses ethos, which is an appeal to ethics. She claims she is a credible source of information because she is a child who will inherit the earth that will potentially be destroyed by climate change. She says that she should be playing at school with her friends, but the concern has prompted her to become an activist, which gives her the credibility to be believed by her audience. Lastly, she uses pathos, which is an appeal to emotions. She makes the audience feel bad that they have not cared enough about the earth and care more about money, which persuades them to change their behavior.

Reflection

Now that you know more about effective persuasion through rhetoric, think about how this might be useful to you in the future. Write in your notes an example from your own life when using each branch of rhetoric might be useful.

1. Ethos-
2. Pathos-
3. Logos-