**Rhetorical Appeals/Persuasive Techniques (Use in Persuasive Essays)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ : The three major \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategies used to support arguments. A good writer will use \_\_\_\_ \_\_\_\_\_\_\_ about \_\_\_\_\_\_\_\_\_\_\_\_ to successfully create an \_\_\_\_\_\_\_\_\_\_\_\_\_ argument/persuasive piece.**

**1. \_\_\_\_\_\_\_\_\_\_=\_\_\_\_\_\_\_\_\_\_. (Appeal to the sense of \_\_\_\_\_\_\_\_\_\_\_\_\_)**

* **How to use it: Use statistics, details, examples, facts, explain cause and effect, compare and contrast, etc.**
* **Warning: A good/fair writer will not use \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_.** 
  + **Fallacy: A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ argument/a logical mistake**

**2. \_\_\_\_\_\_\_\_\_\_=\_\_\_\_\_\_\_\_\_\_\_. (Appeal to \_\_\_\_\_\_\_\_\_\_\_/ deeply held \_\_\_\_\_\_\_\_)**

* **How to use it: Use the right diction (emotional words); tell anecdotes (individual, personal, emotional stories); make allusions to deeply loved stories/beliefs; music (ads); describe detailed images; remind people of their cherished values.**
* **Warning: A good/fair writer should not use too much pathos.**

**3. \_\_\_\_\_\_\_\_\_\_= \_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (Appeal to the need for a \_\_\_\_\_\_\_\_\_\_\_\_\_ author)**

* **How to use it: Refer to trustworthy sources/experts/celebrities, don’t make facts up, respect the audience’s intelligence/beliefs in your \_\_\_\_\_\_\_\_, don’t make too many grammar/spelling/word choice mistakes.**
* **Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: acknowledge/recognize the opposing viewpoint with respect before you say why it’s wrong (“So-and-so has a point that XYZ; however, consider this point…”)**
* **Warning: No warning. You can never have too much ethos, provided it’s *real* ethos.**

**You decide: Ethos, Pathos or Logos?**

**\_\_\_\_\_\_ A child is shown covered in bug bites after using an inferior bug spray.**

**\_\_\_\_\_\_ A student uses information from a CNN newscast to support his or her thesis statement.**

**\_\_\_\_\_\_ Sprite Zero is 100% sugar-free.**

**\_\_\_\_\_\_ A 32-oz bottle of Tide holds enough to wash 32 loads.**

**\_\_\_\_\_\_ A commercial shows an image of a happy couple riding in a Corvette.**

**\_\_\_\_\_\_ Cardiologists recommend Bayer more than any other brand of aspirin.**

**\_\_\_\_\_\_ Advil Liquid-Gels provide up to 8 hours of continuous pain relief.**

**\_\_\_\_\_\_\_ Essay writing is important to learn because it is probably the most common type of writing assignment in college/higher education.**

**\_\_\_\_\_\_\_ A psychologist testifies in court to help an attorney prove that a defendant was mentally unstable at the time of a crime.**

**\_\_\_\_\_\_\_ An advertisement for the United States Army urges parents to be open-minded when their children show interest in joining the armed forces, saying it’s their American duty to encourage such patriotism.**