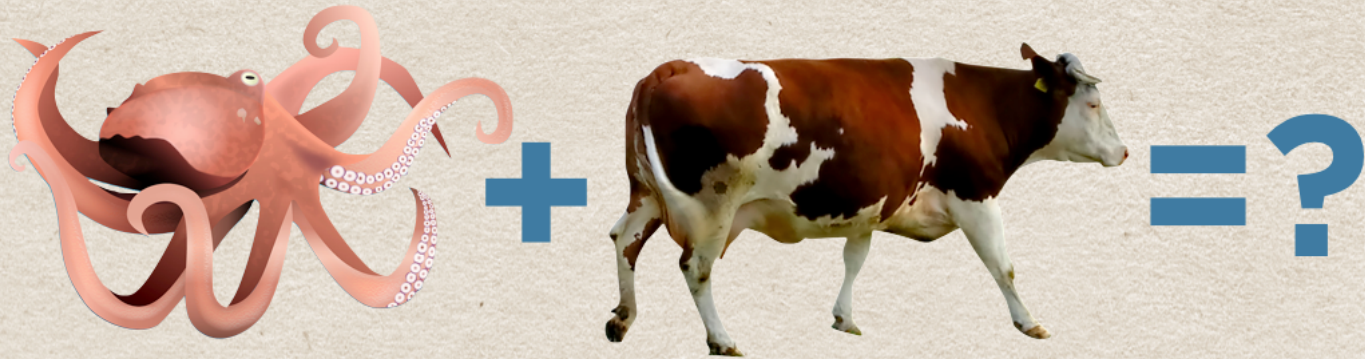


Entrance Ticket



What two animals when combined into one hybrid animal make the best combination?

December 4th, 2014

Essential Question: What is pathos & logos?

Agenda: 1) Entrance Ticket 2)

Vocab: Pathos & Logos 3)

Commercial Analysis 4) Ethos, Pathos, Logos Challenge

Homework: Finish your Ethos, Pathos, Logos Challenge Speech!

Vocab: Pathos & Logos

Pathos: Pathos = Emotions

The use of emotion and affect to persuade. Pathos appeals to the heart and to one's emotions. Pathos seeks to persuade the reader emotionally.

Logos: Logos = Logic

The use of logic, rationality, and critical reasoning to persuade. Logos appeals to the mind. Logos seeks to persuade the reader intellectually.

Writing: Analyzing Ads

- Watch the following
- Explain which is being used: ethos, pathos, and/or logos
- Evaluate whether or not it is effective

Example ad:

<https://www.youtube.com/watch?v=QD2WTK94c1U>

Writing: Analyzing Ads

- Pick one more ad of your choice!
 - Explain which is being used: ethos, pathos, and/or logos
 - Evaluate whether or not it is effective!
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Writing: ETHOS, PATHOS, LOGOS CHALLENGE

- You must write a 2-3 minute speech using just one of the following:
 - Ethos, Pathos, or Logos
 - In that speech, you will try to persuade the class why you should win a cash prize.
 - Tomorrow we will share the speeches
 - We will vote anonymously
 - The winner will *actually* win a (small) cash prize.
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