

The effect of this stylistic device is _____ (ethos, pathos, or logos).

Ethos

The author wants *his/her* audience to perceive him/her/name of another person as _____.
This helps support his/her central claim because _____.

credible, knowledgeable, experienced, ethical, someone of high moral character, trustworthy, honest, sincere, believable, reliable, someone who can relate to them, someone who shares their values

Pathos

The speaker wants *his/her* audience to feel _____ about/for _____.
What causes these emotions is _____.
This connects to the major argument of the speech because _____.

shocked, horrified, a sense of urgency, sickened, disgusted, hopeful, fearful, saddened, sadness, empowered, impatient, concerned, outraged, angered, frustrated, comforted, compassion, guilty, regret, pride, sympathy, optimistic, pessimistic, inspired, amused, uncomfortable, determined, relief, gratitude, appreciative, curious, at peace, elated, responsible, ashamed, encouraged, conflicted

OR

It is evident the speaker is appealing to his/her audience's **desire** for _____.

Logos

The speaker emphasizes _____.
Name of Speaker/ Author is trying to prove that /show /remind his/her audience _____.
The speaker does this to support the logical argument that it makes sense to ___ because _____.

- facts like _____
- the definition of _____ which he/she explains means _____
- evidence like _____
- reasons like _____
- statistics like _____
- the historical event of _____ when _____ (explain what occurred)
- the law which states _____ or laws about _____
- events from the past like _____