

## Ethos Pathos Logos Worksheet

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### Part 1: Building a Foundation

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#### Which of the following best defines Ethos?

*Hint: Think about the credibility of the speaker.*

- A) Emotional appeal
- C) Credibility of the speaker
- D) Storytelling technique
- C) Logical reasoning

#### Select all that apply: Which elements are part of Pathos?

*Hint: Consider emotional aspects of communication.*

- A) Emotional language
- C) Imagery and descriptions
- D) Trustworthiness
- C) Facts and statistics

#### Explain in your own words what Logos is and why it is important in persuasive communication.

*Hint: Consider logical reasoning and evidence.*

#### List two elements of Ethos and two elements of Logos.

*Hint: Think about credibility and logical reasoning.*

1. Element of Ethos 1

2. Element of Ethos 2

3. Element of Logos 1

4. Element of Logos 2

## Part 2: Understanding and Interpretation

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**Which appeal is primarily used when a speaker shares a personal story to connect with the audience?**

*Hint: Consider the emotional connection created.*

- A) Ethos
- C) Logos
- D) None of the above
- C) Pathos

**Identify the scenarios where Pathos is effectively used:**

*Hint: Think about emotional appeals in different contexts.*

- A) A charity ad showing images of people in need
- C) A politician highlighting their experience
- D) A movie trailer with dramatic music
- C) A scientist presenting research data

**Describe how Ethos can be established in a written article. Provide at least two methods.**

*Hint: Consider the author's credibility and expertise.*

### Part 3: Application and Analysis

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**A company uses a well-known athlete to endorse their product. Which rhetorical appeal are they primarily using?**

*Hint: Think about the influence of celebrity endorsements.*

- A) Ethos
- C) Logos
- D) None of the above
- C) Pathos

**In which of the following situations would Logos be most appropriate?**

*Hint: Consider logical reasoning and evidence-based arguments.*

- A) A lawyer presenting evidence in court
- C) A teacher sharing a personal anecdote
- D) A brand using a celebrity in their advertisement
- C) A motivational speaker inspiring an audience

**Imagine you are writing a speech to convince your school to adopt a new policy. How would you incorporate all three appeals: Ethos, Pathos, and Logos?**

*Hint: Think about how to balance credibility, emotion, and logic.*

**Which appeal is likely to be the most effective in a scientific research paper?**

*Hint: Consider the importance of evidence and reasoning.*

- A) Ethos
- C) Logos
- D) All of the above
- C) Pathos

**Analyze the following statement: "As a doctor with 20 years of experience, I recommend this treatment." Which appeals are being used?**

*Hint: Consider the credibility and emotional aspects.*

- A) Ethos
- C) Logos
- D) None of the above
- C) Pathos

**Analyze a recent advertisement you have seen. Identify and explain the use of Ethos, Pathos, and Logos in the ad.**

*Hint: Think about how each appeal is represented.*

## Part 4: Evaluation and Creation

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**Which combination of appeals is likely to be most persuasive in a political campaign?**

*Hint: Consider the emotional and credibility aspects.*

- A) Ethos and Pathos
- C) Ethos and Logos
- D) All three: Ethos, Pathos, and Logos

C) Pathos and Logos

**Evaluate the effectiveness of the following persuasive techniques in a public health campaign:**

*Hint: Think about how each technique appeals to the audience.*

- A) Using statistics to show the impact of a disease
- C) Highlighting the credentials of the campaign spokesperson
- D) Using humor to engage the audience
- C) Sharing personal stories of affected individuals

**Create a short persuasive paragraph on a topic of your choice. Use Ethos, Pathos, and Logos to strengthen your argument. Explain how each appeal is used in your paragraph.**

*Hint: Think about how to effectively combine the appeals.*