1 Warm-Up
   ● How was yesterday’s test?
   ● What was easy about it?
   ● What was difficult about it?
   ● How can you better prepare next time?

2 Learning Goals
   ● I will define “ethos”, “logos”, and “pathos”.
   ● I will analyze a speech.

3 Homework
   ● Julius Caesar reading and list all of the reading strategies you used to understand the text.

4 Today’s Plan
   ● Vocabulary review
   ● Pathos, ethos, logos explained
   ● Analyze a speech

5 Vocabulary Review

6 What’s rhetoric?

7 Definitions
   ● According to Aristotle, rhetoric is the “the ability, in each particular case, to see the available means of persuasion.”

8 Definitions
   ● Most dictionaries define it as “the art of writing or speaking effectively.”

9 In other words...
   ● Rhetoric is all about the ways in which we argue.
   ● Rhetoric is about persuasion.
   ● Rhetoric is about being convincing.
   ● Rhetoric is about proving a point and how you go about getting others to follow your argument.

10 Type #1: Ethos
   ● An appeal based on the character of the speaker.
   ● An ethos-driven argument relies on the reputation of the arguer.

11 Type #1: Ethos Examples
   ● A political candidate citing her vast experience with foreign policy.
   ● A store that draws attention to its 50+ years in the business.
• Trying to get out of a speeding ticket based on the fact that you’ve never received one before.

12 **Type #2: Logos**
  • An appeal based on logic or reason.
  • A logos-driven argument is often backed by data, research, and concrete detail.

13 **Type #2: Logos Examples**
  • A paper on global warming that cites specific data indicating a rise in average temperature.
  • A lawyer who shows specific evidence as to why his suspect is not the killer.
  • Trying to get out of a speeding ticket by arguing that your car is incapable of going 104 mph.

14 **Type #3: Pathos**
  • An appeal based on emotion.
  • A pathos-driven argument is often dependent on the audience’s expected reaction or the ability to connect on a personal level.

15 **Type #3: Pathos Examples**
  • An advertisement that suggests the product being sold will make you look more attractive and appealing
  • A charity that shows pictures of those it is trying to raise money to help.
  • Trying to get out of a ticket by making yourself cry and attempting to convince the officer that “you are really a good kid” and that your “parents are going to kill you!”

16 **“I Have a Dream”**

17 **Directions**
  • Please answer the questions in your notebook as we watch the speech.
  • Make sure to keep this paper because you’ll be using it to analyze a speech in Julius Caesar.

18

19 **Closure**
  • Give an example of ethos.
  • Give an example of pathos.
  • Give an example of logos.
  • Why is it important to understand rhetoric?