

The Three Pillars of Persuasion

<https://owlcation.com/social-sciences/three-pillars-ethos-logos-pathos>

1. What are the three pillars of persuasion according to Aristotle?

A. (E)

B. (L)

C. (P)

2. Whether speaking or writing, the way to persuade someone is to use _____. (1 word)

3. Define the answer to question two. (7 words)

4. Give the last name a famous American historical figure who spoke with great ethos. (1 word)

5. Ethos relates to _____. (1 word)

6. For the ethical appeal, writers or speakers want to convince the audience that they are a _____. (2 words)

7. How do you convince the audience that you are credible? (7 words)

8. From Dr. Martin Luther King, Jr.'s "I Have a Dream" speech: He quoted _____ (1 word) while standing in front of the Lincoln Memorial. He also quoted the United States _____. (1 word)

9. If you do not naturally have authority or expertise concerning your topic, you can research those _____. (2 words)

10. At the very least, show up early for your speech so that you can _____ as they come in. (2 words)

11. Dress well, and project _____. (1 word)

12. Use a level of language that is _____. (4 words)

13. Build _____ with your audience. (1 word)

14. Acknowledging the _____ is an excellent way to build this aspect of ethos. (1 hyphenated words)

15. Ethical appeals work because when people believe the speaker _____, they are more willing to listen to what he/she has to say. (3 words)

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16. Ideally, you want to establish your credibility in the beginning and _____.

(3 words)

17. Logos relates to _____ and _____. (1 word each)

18. Using the answers to number 17 means citing _____ (1 word) and _____ (1

word), citing _____ (4 words), and making

_____ (2 words).

19. Conduct extensive research of _____ (2 words) and use the facts to support your _____ (1 word).

20. Whenever relevant use _____; people believe in the _____ (1 word each).

21. Use "if-then" statements with _____. (3 words)

22. Supply evidence at every step of the way; ensure that evidence _____.

(3 words)

23. _____ should provide the foundation and structure of your argument.

(2 words)

24. Ideally you should use _____ throughout the body of your speech or paper. (1 word)

25. The persuasive technique of pathos relates to _____. (2 words)

26. Appeal to people's _____. (3 words)

27. Use anecdotes, _____ that support your claim and call people to action. (1 word)

28. Consider your word choice. Aim for a certain _____ – humor, sarcasm, excitement – and choose words that relate to it. (1 word)

29. Use _____. (2 words)

30. Ideally, use pathos _____ of your speech. (3 words)