

# 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)