

How do they persuade?

Name: _____ P: _____

Label the following passages as either *ethos*, *logos* or *pathos*.

1. _____

School uniforms do not help education. Students tend to feel like a robot when forced to wear a specific uniform. Everyone looks the same. At the same time, we are taught to be free thinkers. The uniform inhibits our ability to reach our full potential. Studies show that, while performing better on standardized tests, school with uniforms produce students less able to succeed in college.

2. _____

A baby turtle breaks free from the leathery shell of its egg, catching its first glimpse of its first sunrise. It pauses a moment to rest, unaware of the danger that lies so close to it. As the tide comes in, approaching the nest, it also approaches a small pile of metal - cesium. The water draws closer and closer, the turtle unsuspecting of the danger. Finally, the water touches the cesium.

The nest is torn to bits in the resulting explosion, destroying even more of an endangered species.

Why does this happen? One name: **Acme**.

3. _____

By combining cesium and dihydro-oxide in laboratory conditions, and capturing the released energy, ACME has promised to lead the way into the future. Our energy source is clean, safe, and powerful. No pollutants are released into the atmosphere.

ACME is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power. ACME batteries will be refitted with small dihydro-cesium reactors. Once the entire world is powered by ACME's generators, we can all relax and enjoy a much easier life.

4. _____

Acme Gizmotronics, the company that you've trusted for over 100 years, has recently entered the World Wide Web! Now you can purchase our fine products through the internet. Our quality gizmos, widgets, and thingamabobs can be shipped to you within minutes. All come with the famous lifetime guarantee that makes Acme the company that the world depends on for its gizmo needs.

Our spokesperson, Mr. Coyote says *"I'm not really a coyote, but I play one on tv. I've used Acme products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills*

are the best around. And don't forget their high-powered dynamite! I buy everything from Acme. They are the company that I trust the most."

5. _____

For me, commentary on war zones at home and abroad begins and ends with personal reflections. A few years ago, while watching the news in Chicago, a local news story made a personal connection with me. The report concerned a teenager who had been shot because he had angered a group of his male peers. This act of violence caused me to recapture a memory from my own adolescence because of an instructive parallel in my own life with this boy who had been shot. When I was a teenager some thirty-five years ago in the New York metropolitan area, I wrote a regular column for my high school newspaper. One week, I wrote a column in which I made fun of the fraternities in my high school. As a result, I elicited the anger of some of the most aggressive teenagers in my high school. A couple of nights later, a car pulled up in front of my house, and the angry teenagers in the car dumped garbage on the lawn of my house as an act of revenge and intimidation.

6. _____

I am a husband, a father, and a taxpayer. I live in your community and know your needs. As a father, I've experienced all of the issues that we face everyday, and, I believe, handling them with success. Also, I've served faithfully for 20 years on the school board. I deserve your vote for city council.