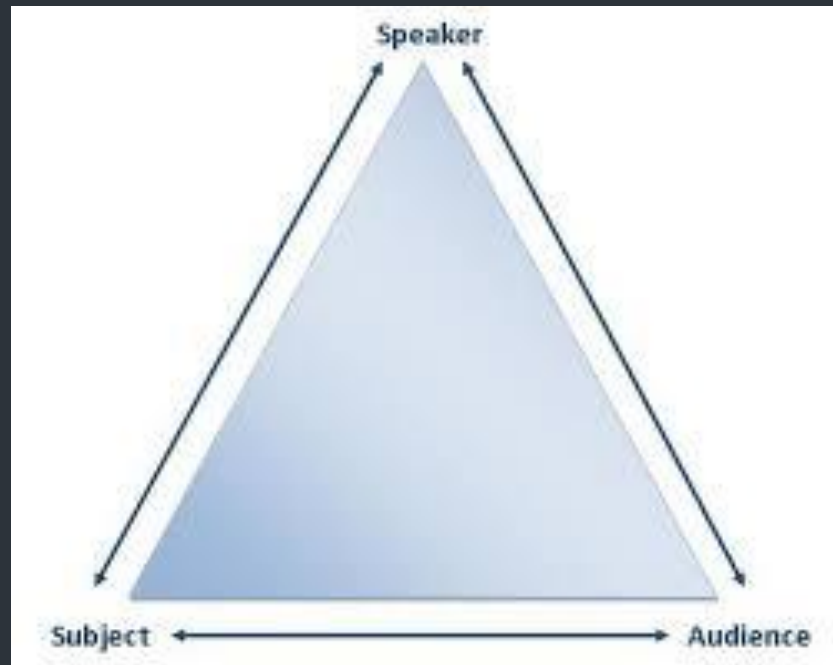


# The Rhetorical Triangle

What kind of relationship does the rhetorical triangle suggest exists between audience, speaker, and subject?



# The Rhetorical Triangle

How do you think the relationship between the subject, audience, and speaker is altered by the use of

1. Ethos
2. Pathos
3. Logos

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# Appeals in Media

Create a graphic organizer for each commercial.

| Ethos | Pathos | Logos |
|-------|--------|-------|
|       |        |       |

You will be looking to find as many examples of appeals in action in each ad presented to you.

*(Each will be played 2x)*

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| Ethos | Pathos | Logos |
|-------|--------|-------|
|       |        |       |

- Verizon (Map for that Commercial)
- Sprint (Breakup Commercial)

# Appeals in Media

## Pairs Compare

Share your graphic organizer for each commercial with your table partner, reflecting on the appeals and your rationale for where it was seen.

| Ethos | Pathos | Logos |
|-------|--------|-------|
|       |        |       |

- Verizon (Map for that Commercial)
- Sprint (Breakup Commercial)

# Reading Extension: Lang. & Comp p. 6-8

## “We Can Afford to Give Parents a Break”

Create a graphic organizer to assist in your citing of appeals as they become apparent in your reading

| Ethos | Pathos | Logos |
|-------|--------|-------|
|       |        |       |

\* **Follow up question:** Why do you think Heyman organizes her argument around the counterargument (the opposing view)?



# Homework:

1. Either watch a commercial, view a print/online ad., or listen to an advertisement. Provide the title & link (if applicable)
2. Note the audience, speaker, and subject
3. Create an appeals graphic organizer

| Ethos | Pathos | Logos |
|-------|--------|-------|
|       |        |       |