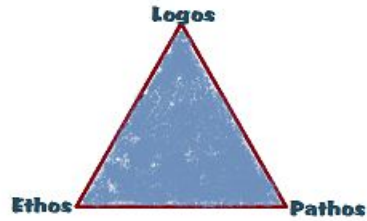
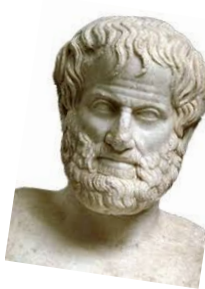


Name: _____ Period: _____

Rhetorical Appeals - *Strategies used to persuade*



HEART



HEAD



CRED

Appeal	Definition	Example
Ethos		
Pathos		
Logos		

Commercial	What do you see? Ethos, Pathos, Logos	Explanation
Sprite		
Society for the Prevention to Cruelty of Animals		
Australian Government - Quit Smoking Ad, 2010		

Rhetorical Devices - *Strategies used to persuade*

Device	Definition	Example
Parallelism		
Repetition		
Extended Metaphor		

Rick Rigsby's Iconic Speech: Lessons from A Third Grade Dropout

Pay close attention as we listen to this graduation speech. Take notes when you hear parallelism, repetition, and extended metaphor.