**Ethos-** appeal to ethics; convincing someone of the character or credibility of the persuader

**Pathos-** an appeal to emotion; convincing someone by creating an emotional response (fear, guilt, hope)

**Logos-** an appeal to logic, persuading the audience by reason or statistics.

Watch: *Braveheart* Speech – For each category of argument, give one example for how William Wallace is convincing his audience to stay and fight.

**Ethos**

**Pathos**

**Logos**

Watch: *You, Me, and Dupree* Speech – For each category of argument, give one example for how Dupree is convincing his audience to think differently about their future

**Ethos**

**Pathos**

**Logos**

Watch: *Independence Day* Speech – For each category of argument, give one example for how Dupree is convincing his audience to think differently about their future

**Ethos**

**Pathos**

**Logos**

Watch: *Billy Madison* Speech – For each category of argument, give one example for how Dupree is convincing his audience to think differently about their future

**Ethos**

**Pathos**

**Logos**

Your turn: You have to convince your friend that your favorite movie is the BEST movie of all time. Write your movie here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and then explain how you would argue from each perspective.

**Ethos**

**Pathos**

**Logos**

**Three Films: Food Assignment**

1. **Food, Inc. – Opening Footage**

How did this film challenge what you thought you knew about food? Or how did it confirm what you already knew?

1. **A Place at the Table – Rosie’s Story**

How did this film challenge what you thought you knew about food? Or how did it confirm what you already knew?

1. **A Place at the Table – Food Stamps**

How did this film challenge what you thought you knew about food? Or how did it confirm what you already knew?

**Follow-Up Questions**

1. What is the difference between processed foods and whole foods?
2. Would you rather have an abundance of food that was somewhat nutritional or a little food that was immensely nutritional?
3. What do you think the average American would say to that question?
4. What modes of persuasion were used in these three films? Was it effective?