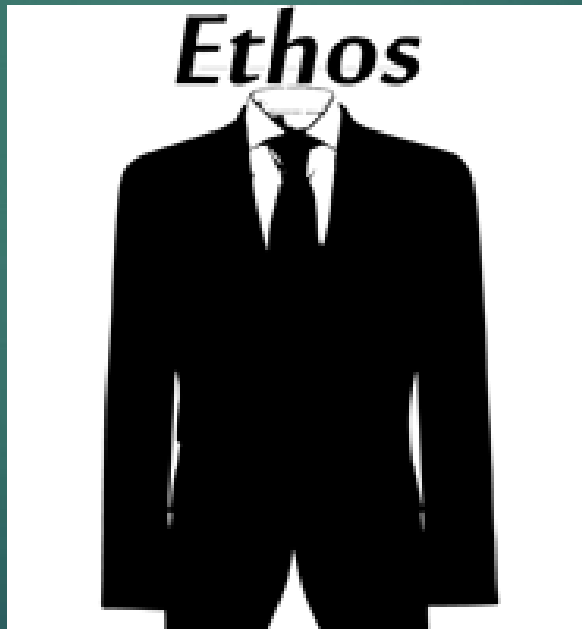




Modes of Persuasion: Ethos, Pathos, Logos

Ethos

- ▶ Appeal to author's credibility or character



Pathos

- ▶ Appeal to emotions



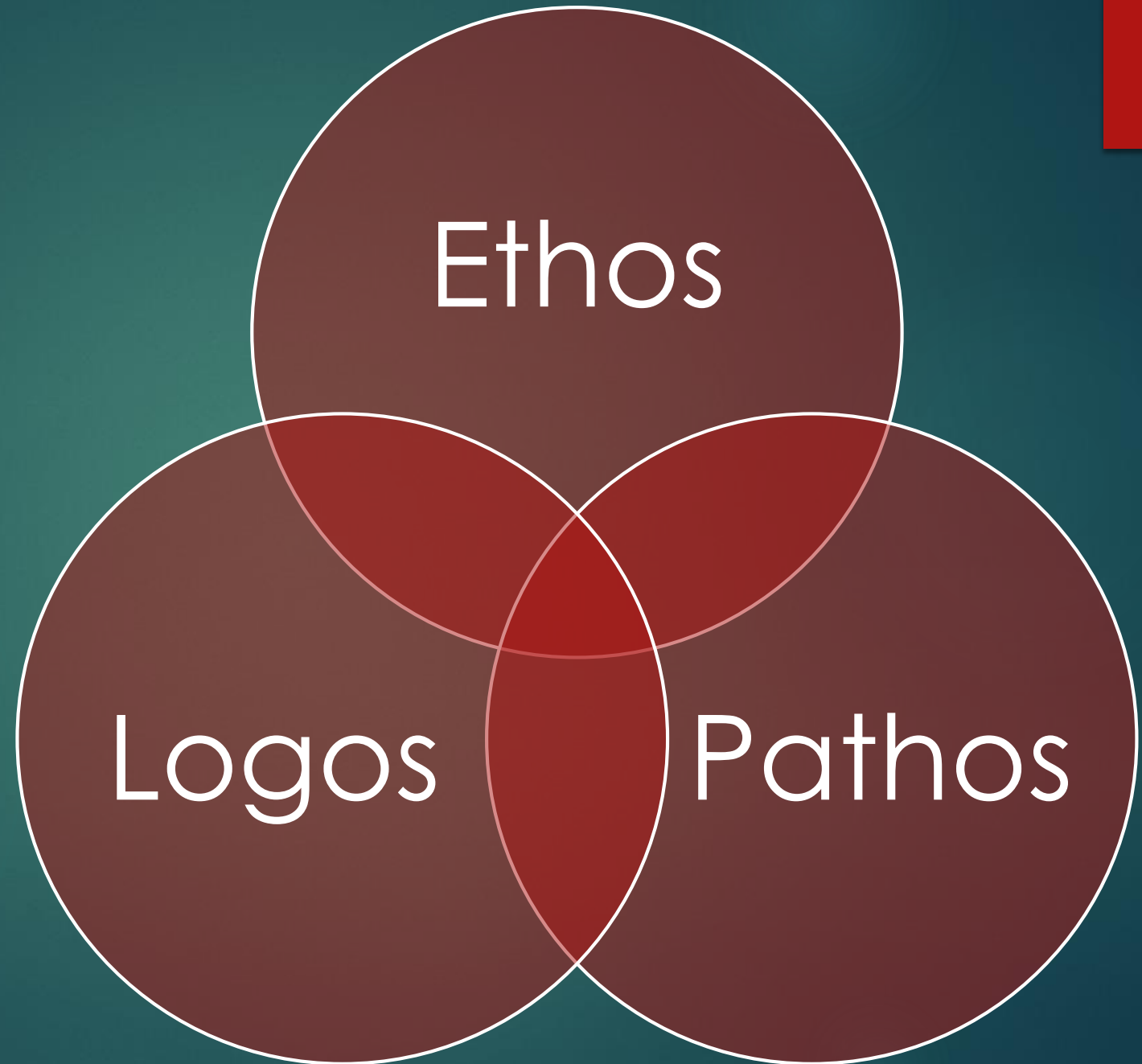
Logos

- ▶ Appeal to logic and reasoning



Can we
classify the
other
techniques
of
persuasion?

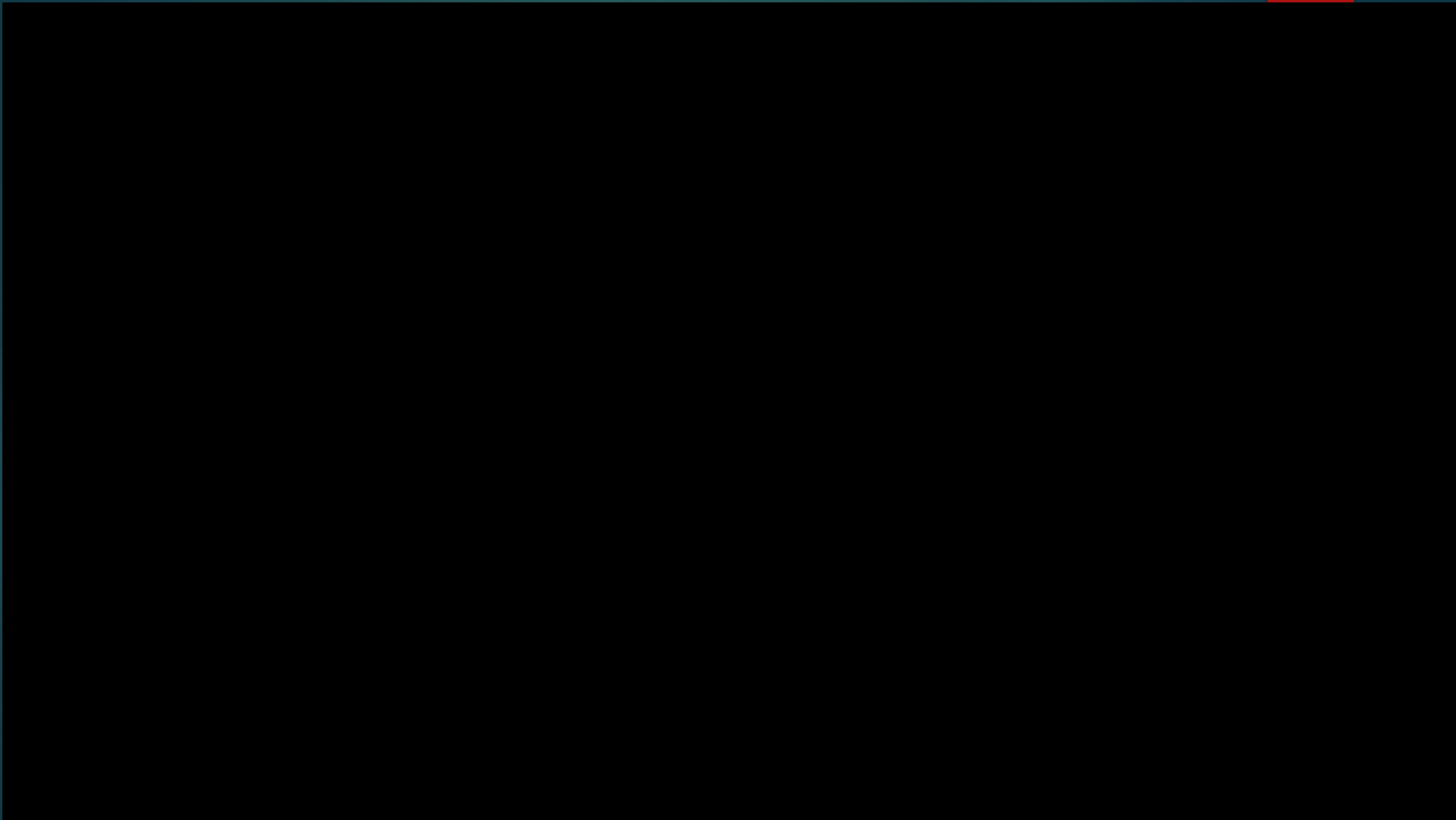
(Gr. 11)



Advertisements

- ▶ What modes of persuasion do these ads use?

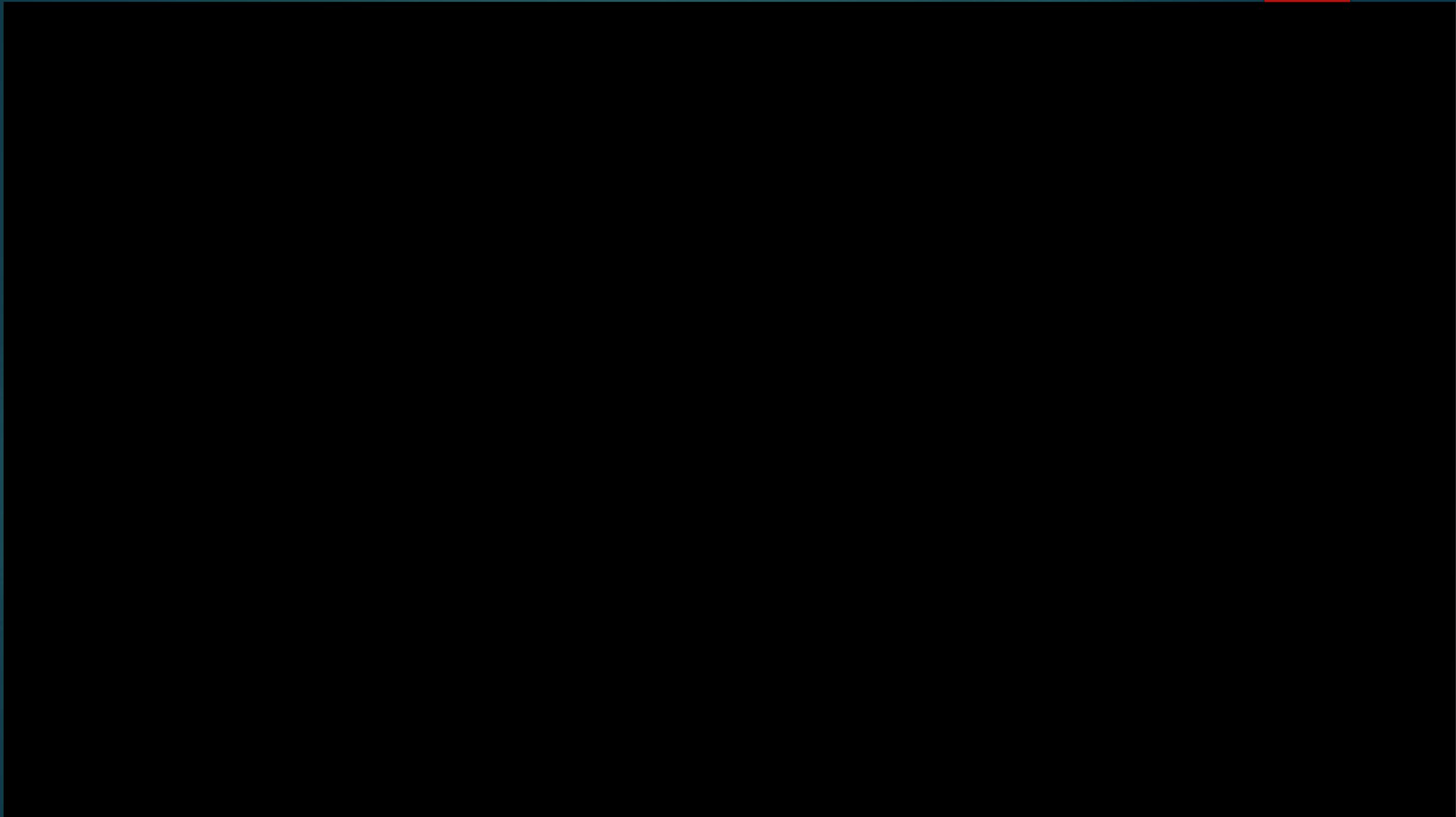




Advertisements

- ▶ What modes of persuasion do these ads use?





Advertisements

- ▶ What modes of persuasion do these ads use?



Advertisements

- ▶ What modes of persuasion do these ads use?

This is 7.



iPhone 7 dramatically improves the most important aspects of the iPhone experience. It introduces advanced new camera systems. The best performance and battery life ever in an iPhone. Immersive stereo speakers. The brightest, most colorful iPhone display. Splash and water resistance.¹ And it looks every bit as powerful as it is. This is iPhone 7.

Advertisements

- ▶ What modes of persuasion do these ads use?



Advertisements

- ▶ What modes of persuasion do these ads use?



Advertisements

- ▶ What modes of persuasion do these ads use?



Advertisements

- ▶ What modes of persuasion do these ads use?



Advertisements

- ▶ What modes of persuasion do these ads use?



Advertisements

- ▶ What modes of persuasion do these ads use?



Persuasion Freewrite (Gr. 10)

- ▶ Persuade Mr. Lawlor to pull a prank on Mr. Tan
- ▶ Persuade Mr. Tardif to stop drinking coffee every morning
- ▶ Persuade Mr. Velji to dress up as Princess Peach for Halloween
- ▶ Persuade Mr. Reubens to use Old Spice
- ▶ Persuade someone to go on a date with you ;)



Homework (10a)

- ▶ Find someone who wrote about the same persuasive topic as you.
- ▶ Combine your best ideas into one 200-word paragraph, using techniques of persuasion to convince the teacher to do the desired action.
- ▶ We will share these in class and vote on the best paragraph to present to the teacher.