

How Appeals Are Created High School Lesson

According to Aristotle, persuasion is accomplished through three kinds of *proof* or persuasive appeals:

Logos—an appeal to the audience’s logic; the audience’s response is *proof* that the appeal is working. The response comes from seeing the logic or reason in what the speaker presents.

Pathos—an appeal to the audience’s emotion; the audience’s response is *proof* that the appeal is working. The response comes from feeling emotions caused by what the speaker presents.

Ethos—an appeal to the audience’s trust in the speaker; the audience’s response is *proof* that the appeal is working. The response comes from believing they can trust the speaker or the information the speaker presents.

Although they can be analyzed separately, these three appeals work in combination to create persuasion strong enough to sway the audience.

Appeals are **CREATED** by the choices a writer or speaker makes. This lesson is designed to show how writers and speakers create appeals through their choices.

In the advertising slogans below, decide

- what characteristic of the product or company is being emphasized.
- how the writer of the slogan accomplished the emphasis.
- what appeal(s) are being used, and
- why the slogan is effective.
- is the reasoning sound?

Examples:

“That frosty mug sensation” (A & W Root Beer)

- Characteristic being emphasized: cold and delicious drink
- The device used for emphasis: imagery with “frosty mug”
- Appeals to the audience’s *emotion*; offers “proof” that people will feel pleasure when drinking the root beer
- The use of *imagery* is effective because people drink root beer for pleasure.
- Although it is true that people drink root beer for pleasure, they wouldn’t necessarily have to drink A & W brand to experience that pleasure.

“Better sound through research” (Bose)

- a. Characteristic being emphasized: great sound in a sound system
- b. The device used for emphasis: diction with “better,” and a fact—the company has done “research”
- c. Appeals to the audience’s logic and trust; offers “proof” that better sound has been achieved through researching how to make a better system
- d. The use of diction and fact is effective because most people believe that research is important in developing technology.
- e. Although it is true that Bose does research to achieve better sound, it does not necessarily mean that other electronics companies don’t do the same.

Activity One: Complete the blanks to analyze how the appeals are created.

1. “A day without orange juice is like a day without sunshine. . . .” (Florida Citrus Council)

- a. Characteristic being emphasized: _____
- b. The device used for emphasis: _____
- c. Appeals to the audience’s _____; offers “proof” that

- d. The use of _____ is effective because _____

- e. Although it is true that _____

2. “Your potential. Our passion.” (Microsoft)

- a. Characteristic being emphasized: _____
- b. The device used for emphasis: _____
- c. Appeals to the audience’s _____; offers “proof” that

- d. The use of _____ is effective because _____

- e. Although it is true that _____

3. “Built Ford tough!” (Ford Motor Company)

a. Characteristic being emphasized: _____

b. The device used for emphasis: _____

c. Appeals to the audience’s _____; offers “proof” that

d. The use of _____ is effective because _____

e. Although it is true that _____

Activity Two: Write the analysis by doing the first three steps mentally.

Example: “Porsche, There is No Substitute” (Porsche)

The appeal to the audience’s emotions and trust through the use of precedent (reputation) and pride is effective because the name Porsche carries with it a sense of luxury and quality that people know and trust and, many times, desire.

4. “Like a good neighbor, State Farm is there.” (State Farm Insurance Company)

The appeal to the audience’s _____ through the
use of _____ is effective because _____

5. “Number 1 recommended by dentists.” (Colgate Total)

The appeal to the audience’s _____ through the
use of _____ is effective because _____

6. “The computer for the rest of us.” (Apple Computers)

The appeal to the audience’s _____ through the
use of _____ is effective because _____

7. “Be Like Mike. Drink Gatorade.” (Michael Jordan in commercial for Gatorade.)

The appeal to the audience’s _____ through the
use of _____ is effective because _____

8. “HSBC. The world’s local bank.” (HSBC)

The appeal to the audience’s _____ through the
use of _____ is effective because _____

9. “If it’s important to you, it’s important to Plymouth.” (Plymouth Motor Company)

The appeal to the audience’s _____ through the
use of _____ is effective because _____

10. “Because that’s the kind of mom you are.” (Rice Krispies)

The appeal to the audience’s _____ through the
use of _____ is effective because _____
