### Study Guide: Aristotle’s Art of Persuasion/Rhetorical Appeals

#### QUIZ DATE:

What is a RHETORICAL APPEAL?

**Why are they used?** (What do they accomplish?)

<table>
<thead>
<tr>
<th>Ethos</th>
<th>Pathos</th>
<th>Logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>It appeals to:</td>
<td>It appeals to:</td>
<td>It appeals to:</td>
</tr>
<tr>
<td>What should come to mind?</td>
<td>What should come to mind?</td>
<td>What should come to mind?</td>
</tr>
</tbody>
</table>

**Give an EXAMPLE:**

**Who was ARISTOTLE?**

When/where was he born? When did he die?

Where did he get his education? (Who was his teacher?)

What did he do for work? What was his profession? (Make note of the important people with whom he associated.)

What did he contribute to the world?