Rhetoric: The art of convincing and persuading people by language through public speaking or writing. (Made relevant in ancient Greece and has lasted until modern day. Must have some importance if it is still in use.)

**Persuasive Strategies:** Three modes of persuasion (Ethos (Credibility), Pathos (Emotion), Logos (Logic))

**Objective:**
To help understand the three different types of persuasive strategies better and in-depth. Understanding these persuational tools can help their writers make their argument appeal to readers.
**Prerequisite Knowledge:**

The student must be familiar with basic modes of *persuasion* and be able to identify them in a given settings, be it an essay, a real life event, an ad, etc.

**Ethos:**

- Ethical Appeal
- Way to convince an audience of the author’s credibility
- Different people have different options on who is creditable.

**Pathos:**

- The emotional appeal
- Way to persuade the audience by appealing to their emotion

**Logos:**

- Appeal to Logic
- Ways to convince an audience by use of logic or reason

**Resources:**

The presentation was done with the help of a windows laptop, us -the group members, and the internet (Google and YouTube specifically)
**In Class Activity:**

Show a video or speech in video format. The task is for the audience to identify the ethos, logos, and pathos in each video! (there can be more than one correct answer!)

**Works Cited:**


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