

Rhetorical Analysis: Ethos, Pathos & Logos in Persuasive Discourse



Use the matching sheet ID when checking answers.

Read the rhetorical speech excerpt below. Identify the classical appeals (Ethos, Pathos, Logos) employed to persuade the assembly.

1. When the speaker cites thirty years of personal field research and peer-reviewed endorsement by the National Academy of Hydrology, which rhetorical appeal is being primarily established?

Answer: B. Ethos, by demonstrating seasoned professional expertise, ethical integrity, and scientific credibility

Ethos appeals to the speaker's credibility, character, and qualification. Highlighting 30 years of research and peer-reviewed standing firmly builds the speaker's authoritative ethos.

2. Which detail from the excerpt serves as the clearest example of LOGOS (logical appeal through empirical data)?

Answer: B. '...our aquifer levels have diminished by 42%... while per-capita industrial consumption has surged by 150%'

Logos relies on verifiable factual evidence, statistics, and cause-and-effect reasoning. The 42% drop and 150% consumption surge provide quantifiable empirical proof.

3. What is the primary rhetorical function of evoking the image of 'children waking to dry faucets' and 'looking into the eyes of your daughters and sons'?

Answer: B. It leverages Pathos by tapping into parental protective instincts, moral guilt, and emotional empathy.

Pathos appeals directly to human emotions and values. By depicting vulnerable children and family distress, the speaker creates an urgent emotional imperative for action.