

ENGLISH LANGUAGE ARTS

8A

SAMPLE
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Discover! English Language Arts 8A

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Chapter 27

Art of Persuasion

By the end of this chapter, you will be able to:

- identify rhetorical strategies used in persuasive texts
- discuss how different rhetorical strategies (ethos, pathos, logos) enhance the persuasiveness of an argument
- analyze a persuasive essay to assess the effectiveness of its rhetorical strategies
- compose a persuasive paragraph that effectively uses ethos, pathos, and logos

Chapter Review

If you need to review the foundations of argumentative writing, please go to the chapter titled "Foundations of Argumentative Writing."

Academic Vocabulary

Read the following vocabulary words and definitions. Look through the chapter. Can you find each vocabulary word? Underline the vocabulary word in your chapter and write the page number where you found each word on the blanks here.

- **ethos:** a persuasive technique that shows the credibility or trustworthiness of the speaker or writer (p. ____)
- **logos:** a persuasive technique that uses reason or logic to argue a point, appealing to the audience's sense of rationality (p. ____)
- **pathos:** a persuasive technique that appeals to the audience's emotions, aiming to elicit feelings that will influence their views (p. ____)
- **rhetorical strategies:** techniques used by writers and speakers to persuade, inform, or entertain an audience, such as repetition, analogy, and rhetorical questions (p. ____)

THE BIG QUESTION

How can analyzing and using rhetorical strategies like ethos, pathos, and logos in persuasive texts enhance your ability to craft and evaluate convincing arguments?



EXPLORE

Video games it is! Sam did a great job of arguing for playing Mystery Maze first, but he was no match against your persuasion skills. As you, Sam, and Emma are playing your favorite game, Heroic Legends: Battle of Eternity, Emma asks you, “Who is the greatest superhero?” You know immediately that the greatest superhero is Titan Blaze, and you tell them that. Sam and Emma look at you like you’re crazy. “WHAT?!” they both shout. Sam disagrees. He thinks it’s Shadow Lane because he’s had years of training and experience as a detective and strategist and has led the League before, so he has the expertise to lead a team effectively. He’s also relatable and cares deeply about people. Emma agrees with Sam. She talks about how his dedication and empathy always inspire his team. As you are destroying villains and thinking about what your friends said, you realize it is hard to argue against Shadow Lane’s credibility, and he does kind of tug on your heart strings. Maybe he is the greatest superhero of all time.

How do Sam and Emma come up with such great reasons to support their favorite superhero? How do their reasons try to convince you why Shadow Lane is better than Titan Blaze?



GRAMMAR GUIDE

Sentence Structure

Sentence structure ensures clarity and logical flow in your writing, which makes it easier for the reader to understand. Effective sentence structure also adds variety to maintain reader interest. It should always include proper grammar, which results in more polished writing.

Do you see how the following sentences are choppy? “The dog is very friendly. It always wags its tail. It loves playing fetch, and it likes to run around the yard.”

The previous sentence could be rewritten to be stronger and more effective, for example: “The dog is very friendly; it always wags its tail, loves playing fetch, and enjoys running around the yard.”

Rewrite the following sentences so they are clearer and have a more logical flow.

My mom sent me to the store. She wanted me to buy groceries. The groceries were very heavy. I had to carry them home.

Rhetorical Strategies: Ethos, Pathos, Logos

Advertisers and persuasive speakers or writers persuade you to do something or to buy their product by using special techniques called **rhetorical strategies**, which are techniques used by writers and speakers to persuade, inform, or entertain an audience, such as repetition, analogy, and rhetorical questions.

The three most widely used rhetorical strategies are **ethos**, which shows the credibility or trustworthiness of the speaker or writer; **pathos**, which appeals to the audience's emotions, aiming to elicit feelings that will influence their views; and **logos**, which uses reason or logic to argue a point, appealing to the audience's sense of rationality.

- **Ethos:** A doctor in a commercial is recommending a health product. By using a doctor's recommendation, it adds credibility to the product.
- **Pathos:** A charity ad shows images of people in need to encourage donations, appealing to the audience's emotions to influence them to donate and help others.
- **Logos:** A presentation includes statistics and data to support a claim.

WRITE NOW

Pizza or Tacos?

Pizza and tacos top the favorite food list for many people. Which is your favorite? Why? Compose a persuasive paragraph that effectively uses ethos, pathos, or logos to explain which food is better. Share your paragraph with your instructor.

APPLY

Advertisement

1. What is the main message of this advertisement?

2. What feelings or emotions does it evoke?

3. How does the ad make you trust or believe in the message?

4. What rhetorical strategy does this advertisement use? Explain your answer.





Stronger Arguments Using Rhetorical Strategies

Rhetorical strategies can make your arguments stronger and more convincing. Ethos builds credibility by showing that you know what you're talking about. Pathos taps into the reader's emotions, helping you connect with your audience. Logos uses facts and logic to back up your claims.

Read the following paragraph. Notice how the writer includes ethos, pathos, and logos within the paragraph to strengthen their argument.

Playing video games can be a beneficial activity for teenagers because they improve cognitive skills, teach problem solving, and provide a healthy outlet for stress. Dr. Jane Thompson, a child psychologist, explains, "Video games can enhance critical thinking and hand-eye coordination, which are valuable skills for academic and personal success." Furthermore, research conducted by the American Psychological Association shows that playing strategy games can boost a player's ability to plan and make quick decisions, which can translate into better problem-solving skills in real life. In addition, students who are feeling overwhelmed by schoolwork often play video games as a way to relax and recharge. This break can help them return to their studies with a clearer mind and renewed focus, making them feel less stressed and more motivated. As all of this shows, video games offer valuable benefits to teenagers beyond just fun and games.



Essay

How does using different rhetorical strategies enhance the persuasiveness of an argument?



Enhancing Arguments Using Rhetorical Strategies

Choose one of these scenarios and explain how the different rhetorical strategies could enhance the argument.

Scenario 1: You are campaigning to be class president. How would you use ethos, pathos, and logos to persuade your classmates to vote for you?

Scenario 2: You are writing a letter to your parents asking for permission to get a pet. How can ethos, pathos, and logos strengthen your request?

Scenario 3: You need to convince your friends to start a recycling program. How would you use ethos, pathos, or logos?

PRACTICE

Rhetorical Strategies

Match each example to the correct rhetorical strategy.

- A.** Ethos: establishes credibility or trustworthiness
- B.** Pathos: appeals to the audience's emotions
- C.** Logos: uses logical arguments or evidence

Examples:

1. _____ Dr. Martinez, a well-known environmental scientist, says that recycling helps reduce pollution.
2. _____ Imagine a world where every beach is covered in plastic waste. It's a nightmare that we can prevent by recycling.
3. _____ Studies show that recycling reduces waste by up to 30 percent, which helps conserve natural resources.
4. _____ Our local hero, who has spent years helping the community, supports the new park project.
5. _____ Every year, thousands of animals are affected by pollution, leading to their suffering and death.
6. _____ According to the Centers for Disease Control and Prevention (CDC), eating fruits and vegetables reduces the risk of chronic diseases.
7. _____ After a long day at school, you deserve a break. Imagine relaxing on your comfortable new couch with your favorite book.
8. _____ Our school's football team won the championship last year, and they are excited to defend their title this season.
9. _____ Every child deserves access to a quality education, yet many schools are underfunded and lack essential resources.
10. _____ Eating fast food regularly can lead to serious health issues like obesity and heart disease, as shown by numerous medical studies.

REVIEW

In this chapter, you learned:

- Ethos, pathos, and logos are rhetorical strategies used in persuasive texts.
- The type of rhetorical strategy used in an argument should be determined by how that strategy enhances the persuasiveness of the argument.
- Rhetorical analysis explains how effectively an author uses ethos, pathos, and logos to persuade an audience.
- Multiple rhetorical strategies can be used in an essay to strengthen the argument.

Can you answer The Big Question?

How can analyzing and using rhetorical strategies like ethos, pathos, and logos in persuasive texts enhance your ability to craft and evaluate convincing arguments?

SHOW WHAT YOU KNOW

Create a persuasive advertisement for a product, service, or cause that incorporates all three rhetorical strategies. Follow the requirements listed. Review the rubric in the Instructor Guide before beginning.

- The advertisement can be in the format of a poster, flyer, or digital graphic.
- Think about how you will incorporate ethos, pathos, and logos as you design the advertisement.
Ethos: How will you establish credibility? (e.g., expert endorsements, personal testimonials)
Pathos: What emotional appeal will you use? (e.g., heartwarming stories, impactful images)
Logos: What logical arguments or evidence will you include? (e.g., statistics, factual information)
- Write one or two paragraphs explaining how and why you used each rhetorical strategy in your advertisement. Describe how each strategy enhances the persuasiveness of your ad.



This ad uses pathos with its fun, splashy visuals and logos with its claims that the drink contains zero sugar and zero calories, but it does not establish credibility (ethos).

IN FOCUS

Edit

Editing allows you to ensure your writing is clear, accurate, and engaging. By reviewing and correcting your work, you can improve clarity and coherence, which makes your ideas easier for readers to understand. Editing fixes grammar, spelling, and punctuation mistakes. It also allows you to refine your arguments and ensure that your evidence is relevant and well-organized. Additionally, editing helps make your writing more compelling and persuasive. Editing transforms a rough draft into a polished final product.

Using the paragraph that you composed in the Write Now: Pizza or Tacos? section, edit the paragraph to compose a polished final product.





Think About It

I have learned...

More Notes

I still have questions about...



Behind the Pages

Langston Hughes was an important writer. He became famous during the Harlem Renaissance. This was a time in the 1920s when African American culture was very strong and celebrated. Hughes is best known for his poems, but he also wrote stories and plays and spoke out for justice. His poems showed the dreams and struggles of African Americans. His poems were special because they used music and talked about everyday life for Black people in America.

Hughes was born in 1902 in Missouri, during a time when people were treated unfairly because of their skin color. As he grew up, he moved to different cities and saw how people were divided by race. Fortunately, he found a special place in Harlem, a neighborhood in New York City. There, he became a strong voice for Black culture.

His poems were inspired by music like jazz, blues, and gospel. He used simple words so

everyone could understand. In his book called *The Weary Blues*, published in 1926, he wrote about the fun and pain of life in Harlem. One of his famous poems is *The Negro Speaks of Rivers*, published in 1921. It talked about rivers and how they are important to the history and strength of African Americans.

Hughes' poems also talked about the unfair treatment of Black people. In his poem *I, Too*, he boldly said, "I, too, sing America." This means that African Americans are just as important as anyone else in the nation, even when they are treated poorly.

Langston Hughes: A Voice for Black America



Hughes voiced the struggles of his time and sparked conversations about racial inequality.

He traveled to many places in the world, including Cuba, France, and Africa. These travels helped him understand more about being African American and helped his poems connect with people everywhere.

Hughes passed away in 1967 at the age of 65. His poetry is still important today. His poetry tells the stories of people who faced tough times and fought for their rights. His work speaks to many people, reminding readers of

past struggles and encouraging them to make the world better today. Through his poems, Hughes amplified many voices and showed how powerful art can be.

K-12 Curriculum Advantage

When students become so curious about the world around them that they are determined to set out on a journey of exploration, their “discoveries” are inspirational.

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