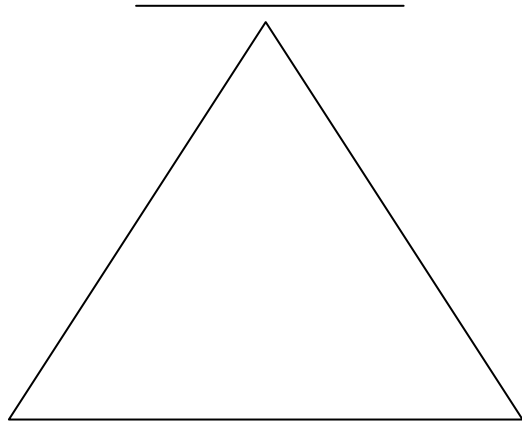

The Big Three: _____, _____, and _____
 (_____'s Rhetorical Strategies)

- "Rhetoric" is : _____



GREEK WORD	WHAT IT MEANS...	EXAMPLE Main Idea: Use a specific toothpaste
Ethos	<ul style="list-style-type: none"> • Relies on the _____, _____, or _____ of the writer. 	
Pathos	<ul style="list-style-type: none"> • Appeals to the audience's _____, _____, or _____. 	
Logos	<ul style="list-style-type: none"> • The appeal to _____; relies on _____ and _____. Often uses _____ or _____. 	

Product, Service, or Speaker	Use of <i>Ethos</i>	Use of <i>Pathos</i>	Use of <i>Logos</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			