

Ethos, Pathos, Logos Chart

In the chart below, write a summary in each column for each appeal based on the information in the video/text.

Video/Text	Ethos	Pathos	Logos
Introductory Video	Ethos is an appeal to credibility. It is used to convince an audience that the speaker is knowledgeable about the topic and thoughtful.	Pathos is an appeal to emotions and values.	Logos is an appeal to reasoning. Strong information is provided and backed up.
"Address to Congress on Women's Suffrage"	The speaker refers to the <i>Declaration of Independence</i> , the Revolutionary War, and other historical figures and their accomplishments.		The speaker refers to democracy and states that if women submit to authority then they should have the right to voice and vote.
Ch. 14 of <i>The Jungle</i>	The narrator seems to share the concerns of the characters and has inside knowledge of the working conditions in the meatpacking industry. The narrator also states that "this is no funny story and no joke".	The narrator includes the details of the characters' suffering.	
"A Fable for Tomorrow"	The narrator works to build ethos by giving great detail of an idyllic American landscape that all people could identify with or recognize as their town, village, etc.	The narrator uses imagery and figurative language, as well as connotative diction to build an emotional appeal within the reader.	The narrator builds logos by explaining that expected natural outcomes did not come to fruition.
"Thoughts on the Present State of American Affairs"	The speaker provides reasons why we should separate from Britain.		The entire speech appeals to reason. It is the primary appeal used.

<i>from Common Sense</i>			
"Pearl Harbor Address to the Nation"	The speaker is the sitting President of the United States. He has explicit details of the attack and projects a strong, reassuring tone.	FDR's word choice and intonation in the speech, along with occasion of the speech strike emotions within the reader.	FDR provides factual evidence that Japan planned the attack well in advance while deceiving the United States with peace talks.