

LESSON PLAN: Ethos, Logos, Pathos

LESSON DETAILS:

materials |

ELP worksheet, Youtube video

objectives |

Students will be able to identify how authors employ ethos, logos, and pathos in order to persuade readers to believe a point or stance.

assessments |

- Students will complete a written assignment describing how ethos, logos, and pathos have been employed in contrasting articles concerning a current event.
- Students will identify and discuss the effect of the implementation of ethos, logos, and pathos in news media.

LESSON DESCRIPTION:

INTRODUCTION:

- Introduce Ethos, Logos, Pathos
- Short video: <https://www.youtube.com/watch?v=wc1TrKizAJM>
- The instructor will pause the video after each rhetorical strategy, asking guiding questions to full class. The class will develop additional examples.

JIGSAW GROUP WORK:

- TWOS: Students will be paired into groups of two based on their current event selection. Students will work in pairs to complete the Ethos, Logos, Pathos worksheet.
- FOURS: Student groups of two will then merge into groups of four. Students will discuss how the implementation of E-L-P compares and contrasts based on the context of the article.

CLASS DISCUSSION:

- A representative from each group of four will speak about their competing/contrasting coverage of the same event.
- The instructor will show articles on the board and provide guiding questions for the class to discuss.

CLOSING:

- Exit Ticket: Use ethos to persuade me that you shouldn't have a final exam this year!



HOMEWORK:

- Select two new articles on a topic that we have not discussed as a class. Analyze the use of one particular strategy in the articles. Compare and contrast how the authors use that strategy to emphasize their points.

EXPLORING:

Ethos, Logos, and Pathos

Instructions: Select a current event of great interest to you. It can be anything - political, athletic, a scientific discovery, you name it. Your task is to find two articles that cover this current event, but they must have differing perspectives on that event. For example, if you choose to cover a new bill that has become a law, you could choose one article supporting that decision and one article critiquing it. It is often easiest to find contrasting articles by using two news sources from different political stances. Often, students use a "conservative" news source such as *Fox News*, and contrast that to a more "liberal" news source such as *CNN*. Once you have found the two articles, write the title of the article, the source, and the author in the given spaces below. Finally, jot down some notes about the articles - first impressions, questions, or main ideas.

Name:

Section:

ARTICLE ONE:

AUTHOR:

SOURCE:

TITLE:

NOTES:

ARTICLE TWO:

AUTHOR:

SOURCE:

TITLE:

NOTES:

WORKSHEET:

Ethos, Logos, and Pathos

Instructions: Review the two selected contrasting articles. Take note of each implementation of ethos, logos, and pathos before completing the questions below. Be as detailed as possible; this will help you to prepare for your essay!

Name:

Section:

ethos = credibility

- Emphasizes writer's trustworthiness, reliability, qualifications, and strength of character.
- References credible sources - experts, scholars, witnesses, factual sources, etc.
- Employs appropriate language and tone for the subject.

logos = logic

- Uses logic, rationality, and critical reasoning in order to persuade a reader.
- Appeals to the reader's intellect.
- Incorporates facts, statistics, if/then statements, logical reasonings, and more.

pathos = emotion

- Appeals to the heart or emotions of a reader.
- Incorporates stories, testimonials, personal anecdotes, and connections.
- Employs imagery, figurative language, powerful words and phrases, and more.



Before analyzing each article's use of ethos, logos, and pathos, consider the author's purpose. What is the "So What" for each article?

ARTICLE ONE:
AUTHOR:
SOURCE:
ARGUMENT:

ARTICLE TWO:
AUTHOR:
SOURCE:
ARGUMENT:

Why might these two sources differ on how they present this current event?
What might their motivations be to do so?
Why is it significant that they are different?

WORKSHEET:

Ethos, Logos, and Pathos

ARTICLE ONE:

EXPLORING ETHOS: CREDIBILITY

1. WHAT ABOUT THIS ARTICLE MAKES IT BELIEVEABLE? SHARE A WORD OR PHRASE THAT IS PARTICULARLY EFFECTIVE IN SETTING THE TONE.

2. EXPLAIN WHY YOU THINK THIS MAKES THE WRITING MORE CREDIBLE.

EXPLORING PATHOS: EMOTION

1. QUOTE ONE EXAMPLE OF HOW THE AUTHOR USES PATHOS TO ACCOMPLISH HIS/HER PURPOSE.

2. EXPLAIN HOW THIS QUOTATION SUPPORTS THE MAIN IDEA OR PURPOSE OF THE PASSAGE YOU READ.

EXPLORING LOGOS: LOGIC

1. SUMMARIZE AN EVENT OR QUOTE A LINE FROM THE TEXT DEMONSTRATING THE AUTHOR USING A LOGICAL OR FACTUAL APPEAL.

2. EXPLAIN HOW THIS QUOTATION SUPPORTS THE MAIN IDEA OR PURPOSE OF THE PASSAGE YOU READ.

WORKSHEET:

Ethos, Logos, and Pathos

ARTICLE TWO:

EXPLORING ETHOS: CREDIBILITY

1. WHAT ABOUT THIS ARTICLE MAKES IT BELIEVEABLE? SHARE A WORD OR PHRASE THAT IS PARTICULARLY EFFECTIVE IN SETTING THE TONE.

2. EXPLAIN WHY YOU THINK THIS MAKES THE WRITING MORE CREDIBLE.

EXPLORING PATHOS: EMOTION

1. QUOTE ONE EXAMPLE OF HOW THE AUTHOR USES PATHOS TO ACCOMPLISH HIS/HER PURPOSE.

2. EXPLAIN HOW THIS QUOTATION SUPPORTS THE MAIN IDEA OR PURPOSE OF THE PASSAGE YOU READ.

EXPLORING LOGOS: LOGIC

1. SUMMARIZE AN EVENT OR QUOTE A LINE FROM THE TEXT DEMONSTRATING THE AUTHOR USING A LOGICAL OR FACTUAL APPEAL.

2. EXPLAIN HOW THIS QUOTATION SUPPORTS THE MAIN IDEA OR PURPOSE OF THE PASSAGE YOU READ.