

Name _____

Date _____

Persuasion

Persuasion is the act of convincing someone to believe or do something. In writing or speaking, there are three main persuasive techniques: **logos**, **pathos**, and **ethos**.

Read the description. Is it true or false?

- | | | | |
|----|--|------|-------|
| 1. | Logos appeals to logic and reasoning by using evidence such as facts, data, and statistics. | TRUE | FALSE |
| 2. | Pathos is a persuasive technique that focuses on appealing to the audience's sense of logic and rational thinking. | TRUE | FALSE |
| 3. | Ethos is based on the credibility and trustworthiness of the person making the argument. | TRUE | FALSE |
| 4. | Repetition is usually ineffective as a persuasive technique because repeating the same words or phrases does not change the audience's perception. | TRUE | FALSE |
| 5. | If a speaker or writer is considered trustworthy and respected by their audience, their argument is more likely to persuade others. | TRUE | FALSE |
| 6. | Logos works by triggering strong emotional reactions in the audience, such as sadness or happiness. | TRUE | FALSE |
| 7. | Using charts, graphs, and statistics is an example of appealing to pathos, not logos. | TRUE | FALSE |
| 8. | Ethos involves referencing your own credibility, beliefs, or positive intentions to support your argument. | TRUE | FALSE |

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Persuasion – Answer Key

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Read the description. Is it true or false?

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