

## ***LOGOS, ETHOS, PATHOS***

### Appeals to Logic, Speaker Credibility, and Emotion

Step 1: Visit the following link to read an annotation of *The Declaration of Independence*. Pay attention to what types of things create the different types of appeals.

Link to annotated *Declaration*:

<http://mail.baylorschool.org/~jstover/technology/techfair04/DecofIndappeals.htm>

Step 2: Using the internet, find a speech from your favorite candidate. It should be very current—no more than two months old. You need about 1000 words of the speech to analyze. The best ones for this activity would probably be any of their party nominating acceptance speeches. (For reference, *The Declaration of Independence* is 1333 words.) You can check the word count by copying the text and pasting it into a Word document. After typing in your name at the top, print out your speech excerpt. Please economize on the printing, but don't use text smaller than 10 pt. Also, leave a good amount of margin space for annotation.

#### Some Links to Speech Transcripts

- Barack Obama speeches: <http://www.barackobama.com/speeches/index.php>
- Joe Biden's acceptance speech: <http://www.cnn.com/2008/POLITICS/08/27/biden.transcript/>
- Sarah Palin's acceptance speech: <http://www.msnbc.msn.com/id/26535811/>
- John McCain speeches: <http://www.johnmccain.com/Informing/News/Speeches/>
- All Presidential candidates (including smaller parties): <http://2008election.procon.org/viewresource.asp?resourceID=1568>

Step 3: Annotate your speech, marking appeals to logic and emotion, and various places and ways the speaker builds credibility. Use 3 colors (highlighting, inks, colored pencils, etc.) to distinguish each type of appeals, and leave a key somewhere at the start of your speech. This is due for the next class period.