Appeal Analyzer

Directions: Read the passage below carefully. Identify examples of **ethos** (credibility/authority), **logos** (logic/reasoning), and **pathos** (emotion/feelings). Fill in the chart with at least one example of each appeal. Answer the reflection questions to show how persuasive techniques shape the argument.

Every family should adopt a pet from a shelter instead of buying one. According to the American Humane Society, nearly 3 million animals in shelters need homes each year (logos). These animals are healthy, loving, and simply waiting for a chance at life. As someone who has worked in animal rescue for ten years (ethos), I can assure you that adopting saves lives and creates bonds that last forever. When you look into the eyes of a dog who finally finds a home, you'll understand the joy and gratitude that words can't capture (pathos).

Persuasive Appeal	Example from the Passage	Why it is Effective
Ethos (Credibility)		
Logos (Logic)		
Pathos (Emotion)		

Reflection Questions

1. Which persuasive appeal is used most strongly in this passage? Explain why.

2. Do you think the author is effective in convincing the audience? Why or why not?

3. Which appeal (ethos, logos, or pathos) do you personally find most persuasive? Explain with one reason.

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