

Urgent Appeals Answer Key

1. Author's Purpose

- *Answer:* The speaker's purpose is to persuade the audience to take urgent and collective action against climate change.
- *Teacher Note:* Look for responses that emphasize **persuasion** and **urgency** rather than simply "informing."

2. Ethos Example

- *Answer:* "When faced with crises, whether world wars, pandemics, or economic collapse, humanity has risen to the challenge."
- *Explanation:* This appeals to credibility by referencing historical resilience, positioning the speaker as knowledgeable about past struggles.

3. Logos Example

- *Answer:* "The science is clear: rising seas and extreme weather threaten our homes, our food supply, and our children's future."
- *Explanation:* This appeals to logic through evidence from science, grounding the argument in fact.

4. Pathos Example

- *Answer:* "We cannot wait for tomorrow, because tomorrow is too late."
- *Explanation:* This stirs urgency and fear of loss, motivating the audience emotionally to act now.

5. Tone

- *Answer:* The tone is urgent yet hopeful. The urgency comes from the warnings of danger, while hope is expressed through confidence in humanity's ability to act.
- *Teacher Note:* Accept responses such as **inspirational**, **determined**, **resolute**, as long as students connect tone to rhetorical effectiveness.