

## Rhetoric At Work Answer Key

### 1. Ethos (Credibility)

- Example: "I have met the nurse... I have spoken with the young graduate..."
- This strengthens credibility because the speaker shows firsthand knowledge of real people's struggles, positioning themselves as informed and connected to citizens.

### 2. Pathos (Emotion)

- Example: "The nurse... choosing between groceries and her child's medication."
- This creates an emotional response, appealing to compassion, sympathy, and urgency from the audience.

### 3. Logos (Logic)

- Example: "Too many of our neighbors work two or three jobs and still cannot pay rent."
- This appeals to reason by pointing out a contradiction: working hard does not guarantee financial security, which is logically inconsistent with national values.

### 4. Appeals Working Together

- Ethos builds trust in the speaker's voice.
- Pathos stirs emotional concern and urgency.
- Logos provides rational justification.
- Together, they balance credibility, feeling, and reason to make the argument both persuasive and memorable.

### 5. Effectiveness of the Argument

- Model answer: Yes, the argument is effective because the speaker combines real-life examples, emotional storytelling, and logical reasoning. The connection to national ideals ("liberty and justice for all") also appeals to shared values.

### Teacher Notes

**Skill Development:** This activity trains students to **dissect rhetoric**, a key Grade 12 skill, and prepares them for analyzing nonfiction texts on AP-level exams.