

ETHOS

Task One: For each of the following exercises, identify whether or not ETHOS is used, and explain your reasoning.

Example	Ethos?	Explanation:
“You should definitely get help with your debt, and I say that as somebody with over 30 years of experience in debt counseling.”	Yes.	The author uses ethos to persuade the audience to get financial counseling by referring to their extensive experience in the area. Somebody with over 30 years of experience would be a trustworthy source whose advice we should follow.

1. “As your father, I love you and want only the best for you. Therefore, when I ask you not to go, please listen to me.”
2. “We really should try that recipe. Someone told me it was good.”
3. “The research—conducted by professors at Harvard University—suggests that you should learn a second language.”
4. “Dentists all over the world are telling their patients the same thing. You must floss regularly.”
5. “I read somewhere that bicarbonate of soda is really useful for cleaning. You should try it.”

Task Two: Write your own persuasive sentences for each of the following scenarios.

1. You are trying to persuade your mother to let you get a tattoo.
2. You are attempting to convince an audience that animal testing is morally wrong.
3. You are trying to persuade your teacher not to give you homework.