

Name _____ **Judging the Persuasiveness of a Text**

Persuasive Strategies

DIRECTIONS: Read the assigned text. Which persuasive strategies does the author use? How do they use it?

Text: _____

Author's Claim: _____

Persuasive Strategy	Yes/No	How the Author Used It
Using the names of experts or important people		
Logos – use of reason, numbers, facts, etc.		
Pathos – appealing to emotion		
Ethos – drawing upon the trust and credibility of the author		
Kairos – appealing to a sense of urgency		

