



# Persuasive Techniques

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| 1. | As a persuasive technique, logos is an appeal to character, to the reputation or trustworthiness of the person making a claim.   | TRUE | FALSE |
| 2. | When you use pathos in an argument, you say things that appeal to the reader or listener's emotions, especially feelings of pity or sadness.                               | TRUE | FALSE |
| 3. | As a persuasive technique, ethos appeals to a reader or listener's sense of logic and rationality.   | TRUE | FALSE |
| 4. | Repetition works as a persuasive technique because when we hear simple words and phrases over and over again, we tend to think that they are true, even when they are not. | TRUE | FALSE |
| 5. | If the reader or listener trusts and respects a writer/speaker, they are more likely to be persuaded by their argument.  | TRUE | FALSE |
| 6. | Logos works as a persuasive technique because it gets an audience emotionally invested in the subject.   | TRUE | FALSE |
| 7. | Presenting statistics, facts, data, charts, and graphs are all ways of using pathos.   | TRUE | FALSE |
| 8. | When you reference your own good reputation, beliefs, or intentions in an argument, you are using ethos.   | TRUE | FALSE |