Quiz – Modes of Persuasion (logos, pathos and ethos)

1. Asking your audience to do something out of humanitarian concern for people whose homes were destroyed in an earthquake is an example of _______.
   A. logos  
   B. pathos  
   C. ethos  
   D. none of the above

2. Convincing an audience that you understand their needs and concerns can help you earn _______ from that audience.
   A. logos  
   B. pathos  
   C. ethos  
   D. none of the above

3. Which ancient philosopher created the system known as “formal logic?”
   A. Plato  
   B. Thales  
   C. Socrates  
   D. Aristotle

   • All peacocks are birds.
   • Twinkles is a peacock.
   • Therefore, Twinkles is a bird.

4. The collection of statements shown above represents a _______.
   A. fallacy  
   B. premise  
   C. syllogism  
   D. conclusion