

### Check for Understanding – 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

5. Briefly discuss problems that arise from an argument that relies too heavily on just one mode of persuasion.