**Persuasive Appeals: Ethos, Pathos Logos in *Julius Caesar:***

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| **Appeal** | **Definition** | **Modern Day****Example** | **Textual Evidence, Translation, and Explanation of it from** ***Julius Caesar*****\*From Brutus’s Speech** |
| **Ethos** | **This is a means of convincing someone of the character/ credibility of the speaker.** | * + “As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results.”
	+ “You know me – I’ve taught Sunday School at your church for years, babysat your children, and served as a playground director for many summers.”
 | -“Believe me for mine honour.” (III.ii.44)- Listen to me because you know I am a moral person.- Brutus is creating credibility for himself by outlining his character traits. |
| **Pathos** | **This is a means of convincing an audience by creating an emotional response by addressing feelings. This is sometimes created through imagery.**  | * + “If we don’t move soon, we’re all going to die! Can’t you see how dangerous it would be to stay?”
	+ “I’m not just invested in this community – I love every building, every business, every hard-working member of this town.”
	+ Adopt children/animals commercials
 | **-**“Who here is so base that would be a bondman?” (III.ii.45)-Who here is so low that he wants to be a slave?-Brutus is convincing his audience that Caesar was a bad leader and really just wanted all of them to be slaves. Nobody there would want such a thing, so in order to do the right thing, Caesar had to die as they all should realize. |
| **Logos** | **This is a means of convincing an audience of a message by using reason, such as facts and statistics.** | * + “The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas.”
	+ “He has a track record of success with this company, culminating in some of our most acclaimed architecture to date and earning us Firm of the Year nine times in a row.”
 | **-**“As he was valiant, I honour him; but as he was ambitious, I slew him.” (III.ii.45)**-** Since Caesar was brave, I commend him, but as he was selfish, I killed him.-Brutus is defending why he killed Caesar. Because Caesar acted in a certain way, it only made sense that he should kill Caesar. |

**Now It’s Your Turn: Where is the Persuasion in Antony’s Speech?**

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| **Appeal** | **Definition** | **Textual Evidence, Translation, and Explanation of it from** ***Julius Caesar*****\*From Antony’s Speech** |
| **Ethos** | **This is a means of convincing someone of the character/ credibility of the speaker.** | **-****-****-** |
| **Pathos** | **This is a means of convincing an audience by creating an emotional response by addressing feelings. This is sometimes created through imagery.**  | **-****-****-** |
| **Logos** | **This is a means of convincing an audience of a message by using reason, such as facts and statistics.** | **-****-****-** |

**Answer the following questions in complete sentences.**

1. What is the overall purpose of Brutus’s speech? Is he successful? Explain.

2. What is the overall purpose of Antony’s speech? Is he successful? Explain.

3. Whose speech more effectively employed Aristotle’s Rhetoric? Why?