

**ELA 8 Unit 5-6 Persuasion Across Time and Space**  
**Activity 4 - Appeals Card Matrix Handout**

**Directions:** With a partner, use the Three Appeals Cards to fill in each of the cells.

	<b>Ethos</b>	<b>Logos</b>	<b>Pathos</b>
What is the derivation of this word? What are some words in English that come from this term?			
One sentence summary of this appeal.			
Think of an advertisement on TV, the radio, or on a billboard that utilizes this type of appeal. What is it, and why is it an example of this appeal?			

