

Name _____ Date _____ Period _____

LOGICAL VS. EMOTIONAL APPEALS

(From [*Elements of Language*](#), Page 207-209)

Directions:

- 1) Read pages 207-209 in your *Elements of Language* textbook.
- 2) Fill in the missing words/notes.

Logical Appeal (Page 207)

A writer makes a _____ by using *reasons* and _____ to support an opinion. A logical appeal consists of an _____ *statement* that is supported by _____ and *evidence*.

- **Opinion statement** An _____ states the issue and the writer's opinion on the issue.

Ex 1:

- **Reason** - A reason answers the question _____ about an _____ statement.

Ex 1:

- **Evidence** - _____ and other types of _____ provide important _____ for a reason. After reading a reason like the one above, you might ask, “What makes the writer say that? Where is the evidence?”

Ex 1:

Copy the chart from the top of 208:

Types of Evidence	Examples
Fact: A statement that can be proved.	Last year, the PTA voted to Ban backpacks from the classroom.
Statistic:	

Example:	
Anecdote:	

In the beige box (on 208): Identify the three parts of a logical appeal.

Opinion statement:

Reason:

Evidence:

Pg. 208- What is an expert opinion?

Emotional Appeal (Page 209)

Any time a writer tries to get _____ involved—emotions such as happiness, _____, or pity—he or she is using an _____ appeal.

A writer can create an _____ appeal by using evidence that speaks to reader's _____ as opposed to the reader's heads. An emotional appeal arouses feelings of fear, _____ happiness, and so on.

Ex 1 (Hint: Look at the beige box):

What is an ethical appeal? (Bottom of 209)