

APPEALS PORTFOLIO_{10CP}

DIRECTIONS

You will apply what we have learned about rhetorical appeals by compiling 3 examples of appeals from the world around you. You must include ethos, logos, and pathos. Refer to the class notes posted on leeclassroom.com for examples of the appeals.

Your portfolio must consist of 3 of the following:

- 1 commercial
- 1 print advertisement
- 1 photograph (find online, not your own)
- 1 news article

Each type of example can only be used once (i.e. only one commercial, one print ad, etc.). You will print each example except the commercial (provide a link). Each example must be accompanied by a written explanation of the primary appeal(s). Mrs. Lee will provide you with a folder.

FORMAT

- Explanation paragraphs should be typed, double-spaced and include the word count.
- Minimum word count for each explanation: 120 words
- No first person or informal diction