

# APPEALS PORTFOLIO<sub>10H</sub>

## DIRECTIONS

You will apply what we have learned about rhetorical appeals by compiling 5 examples of appeals from the world around you. You must include ethos, logos, and pathos. The remaining 2 appeals should be other appeals. Refer to the class notes posted on [leeclassroom.com](http://leeclassroom.com) for examples of the various appeals.

Your portfolio must consist of the following:

- 1 commercial
- 1 print advertisement
- 1 photograph (find online, not your own)
- 1 news article
- The 5<sup>th</sup> item is your choice. It can be a second commercial, 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