

Name: \_\_\_\_\_

Per: \_\_\_\_\_

English 2010

Ch. 7, Appeals to Needs and Values, pp. 214-218

**DUE:**

Explain why factual evidence may not be enough to persuade an audience to a course of action:

Why would appeals to an audience's needs and values be part of Aristotle's classification of *pathos*?

Explain how showing an audience that you share your audience's goals and concerns can be considered as an appeal to *ethos*:

The textbook writers state, "Advertisers make much use of appeals to these [Maslow's social, safety, and physiological] needs" (215). In reacting to claims that the products advertised will fulfill their needs, how would audiences use logos, ethos, and pathos?

Which reaction to an advertisement do you think is strongest? Why?

Explain in your own words how "needs give rise to values" (216).

How can values affect an audience's willingness to accept claims of fact or policy that are based on the strongest logos, scientific evidence?

The textbook writers illustrate how values (pathos) affect an audience's judgment of a claim of policy with the example regarding sex education in middle school. Think of an example that illustrates how values can affect an interpretation or judgment of scientific fact or strong evidence.

At bottom of page 217, the textbook writers state: "But familiarity with the value systems of prospective readers may also lead you to conclude that winning assent to your argument will be impossible. . . . The beliefs, attitudes, and habits that support their value systems are too fundamental to yield. . . ." What do you think of this statement?