

What are Persuasion and Rhetorical Techniques?

Worksheet

Persuasion techniques use ethos (credibility), pathos (emotion), logos (logic), and rhetorical devices to influence and persuade audiences in French speech and writing.

Questions

1. Which is an example of pathos?
A) '70% of students pass the exam.'
B) 'Imagine a child crying without shelter.'
C) 'The law states that...'
D) 'I am a certified expert.'
2. What does a rhetorical question do?
A) Ask for factual information
B) Persuade by implying an obvious answer
C) Confuse the audience
D) State a fact
3. Which appeals to logic (logos)?
A) Repetition of a heartfelt phrase
B) The speaker's 25 years of experience
C) 'Studies show that 80% of users prefer...'
D) A moving personal anecdote
4. Ethos is primarily built through...
A) Funny jokes and puns
B) Emotional storytelling
C) Credentials, expertise, and trustworthiness
D) Loud volume and repetition
5. Identify the rhetorical technique: 'Ne pensez-vous pas qu'il faut agir maintenant?'
6. Create a pathos appeal: Convince someone to donate to a cause.
7. Build an ethos appeal: Establish credibility as a doctor speaking about health.
8. Define: What is pathos in persuasion?
9. Define: What is logos in persuasion?
10. Define: What is ethos in persuasion?

Answer Key

1. B) 'Imagine a child crying without shelter.' — Pathos appeals to emotion through vivid imagery and personal scenarios.
2. B) Persuade by implying an obvious answer — 'Shouldn't we care about justice?' implies 'yes' without asking literally.
3. C) 'Studies show that 80% of users prefer...' — Logos relies on facts, statistics, and evidence-based reasoning.
4. C) Credentials, expertise, and trustworthiness — Ethos establishes the speaker's authority and reliability.
5. This is a rhetorical question — it doesn't expect a literal answer. It persuades the audience to agree that action is needed. Technique: Logos/reasoning disguised as a question.
6. Use emotional language: 'Les enfants souffrent sans accès à l'éducation.' Tell a personal story: 'J'ai rencontré une petite fille qui rêvait d'aller à l'école.' Use imagery: 'Imaginez un monde où chaque enfant peut apprendre.'
7. Introduce credentials: 'En tant que médecin avec 20 ans d'expérience,' Cite evidence: 'Des études montrent que...' Use professional, calm tone and proper terminology.
8. An appeal to emotion — personal stories, vivid imagery, and passionate language.
9. An appeal to logic — facts, statistics, reasoned arguments, and evidence.
10. An appeal to credibility and trustworthiness — author credentials and authority.

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