

The image features a red background with a pattern of white stars and shooting stars. The stars are of various sizes and orientations, some with multiple outlines. Shooting stars are depicted with long, curved tails. The pattern is dense and covers the entire background.

Grade 6: Reading Benchmark

Understanding Rhetoric

6.R.3.4: Identify rhetorical appeals in a text.

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Rhetoric

Benchmark:

Identify rhetorical appeals (logos, pathos, and ethos) in a text.

Definition of Rhetoric

Rhetoric is the art or skill of speaking or writing formally and effectively, especially as a way to **persuade** or **influence** people.

When an author's or speaker's purpose is to persuade, they create a **rhetorical appeal** by carefully choosing details that will make an impact on the audience. These details could make the audience think logically about an issue, feel an emotion, or agree with an authority or shared values.

Types of Rhetorical Appeals

Aristotle, a Greek philosopher, defined three types of rhetorical appeals:

- **Logos:** An appeal to logical reasoning
- **Pathos:** An appeal to emotion
- **Ethos:** An appeal to a shared source of authority or values

Logos

If the rhetorical appeal is one of **logos** (logical reasoning), the speaker may do the following:

- Include factual information or statistics
- Explain logical relationships such as steps in a sequence or cause and effect

Example of Logos

In “Is It Fair to Eat Chocolate?” Deborah Dunn makes an appeal to **logos** when she explains the financial realities that lead to child labor practices:

“Farmers must have control over their cocoa bean prices. Before 1999, the government in the Ivory Coast set a minimum price for cocoa, but then the cocoa industry was privatized and the minimum price disappeared. Groups like Save the Children say that minimum price laws need to return.”

Pathos

If the rhetorical appeal is one of **pathos** (emotions), the speaker may do the following:

- Use stories, descriptions, and vivid imagery
- Use powerful language or figurative language

Example of Pathos

In “Is It Fair to Eat Chocolate?” Deborah Dunn makes an appeal to **pathos** by including a story that makes readers feel sympathy for child laborers:

“12-year old Sametta lives in Cote d’Ivoire, West Africa. She wakes up at 4:00 a.m., eats millet porridge, then walks two miles to her family’s cocoa bean field. For the next 12 hours she picks cocoa pods.”

Ethos

If the rhetorical appeal is one of **ethos** (authority or shared values), the speaker may do the following:

- Appeal to the audience's sense of justice or morality
- Use details to show that their position is supported by an authority or shared values

Example of Ethos

In "Is It Fair to Eat Chocolate?" Deborah Dunn appeals to **ethos** by speaking directly to her readers' moral values and reminding them to consider what's right and wrong:

"...when you get a craving for delicious chocolate, buy it from companies that have the Fair Trade label, or buy organic chocolate...Now chocolate can be eaten fair and square!"



Rhetoric

How to identify rhetorical appeals

Read closely, highlight, and annotate details that are used to persuade the audience.

Notice:

- Facts, statistics, or logical reasoning
- Stories, vivid descriptions, or powerful language
- Appeals to justice, morality, or a shared source of authority or values

How to identify rhetorical appeals

Ask yourself:

How are the speaker's choices meant to affect the audience?

- Do they make the audience think logically?
- Do they provoke an emotional response?
- Do they encourage the audience to agree with an authority or a shared value?

How to identify rhetorical appeals

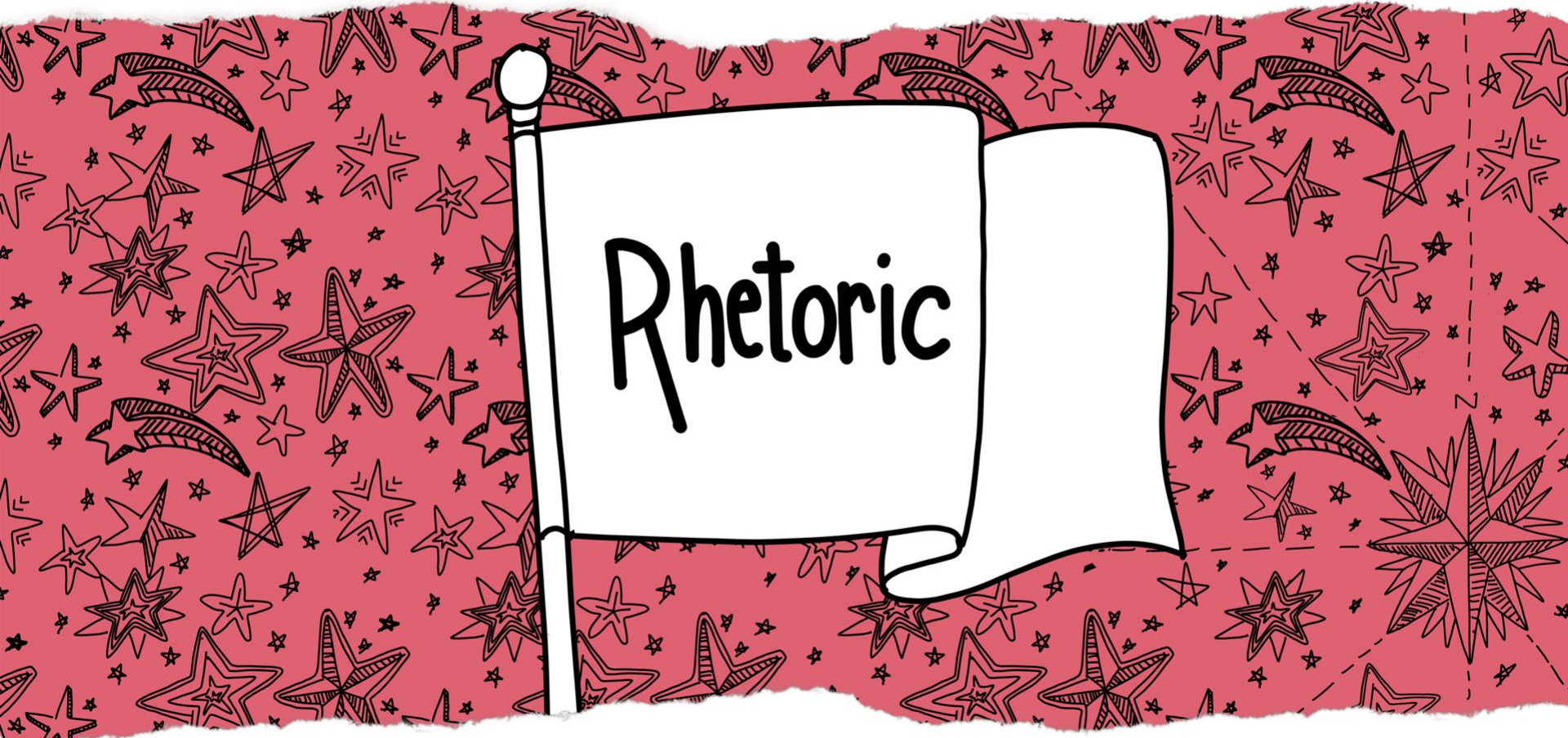
Identify and explain the rhetorical appeal.

- What type of appeal is the speaker using (logos, pathos, and/or ethos)?
- How is the appeal used to persuade the audience?

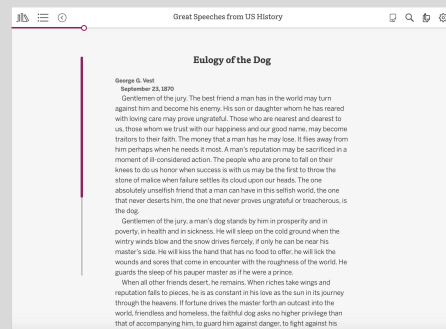
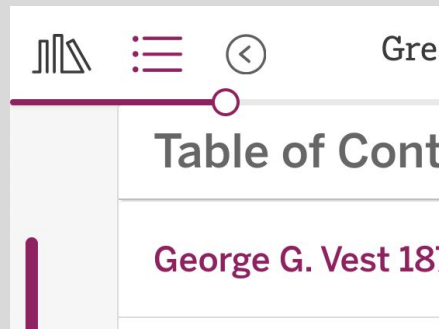
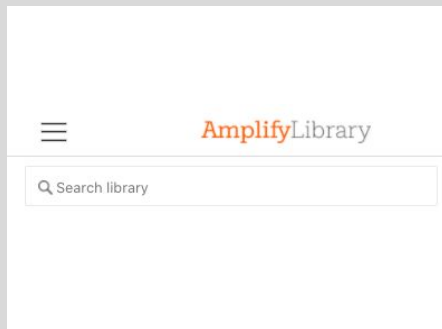
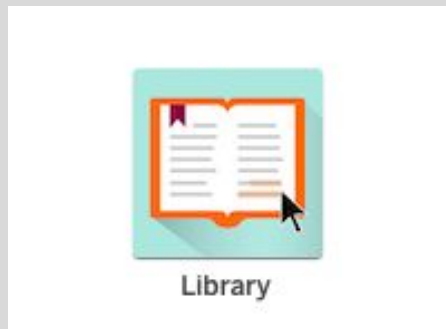
Remember

1. Read closely, highlight, and annotate details that are used to persuade the audience.
2. Consider how the speaker's choices are meant to affect the audience.
3. Identify and explain the rhetorical appeal.

Benchmark in Action: Example of how to identify rhetorical appeals



Get ready to read two passages in “Eulogy of the Dog” by George G. Vest.



1. Open the Library app.
2. Type “Great Speeches from US History” into the search bar. Click on the title of the book to open it.
3. Click on the Table of Contents. Find and click on “George G. Vest 1870.”
4. Read paragraph 1 in “Eulogy of the Dog.”

“Eulogy of the Dog”

Context for Passage 1

“Eulogy of the Dog” was George Graham Vest’s 1870 summation to the jury in a civil case in rural Missouri. His words succeeded in winning damages for his client, whose dog, Old Drum, had been shot by a neighbor.

Passage 1 is his opening statement, where Vest contrasts the inconstant loyalty of people with the constant loyalty of dogs.

Read paragraph 1 in “Eulogy of the Dog.”

As you read...

- look for details that are used to persuade the audience.
- consider how the speaker’s choices are meant to affect the audience.
- think about what types of rhetorical appeals the speaker is making.

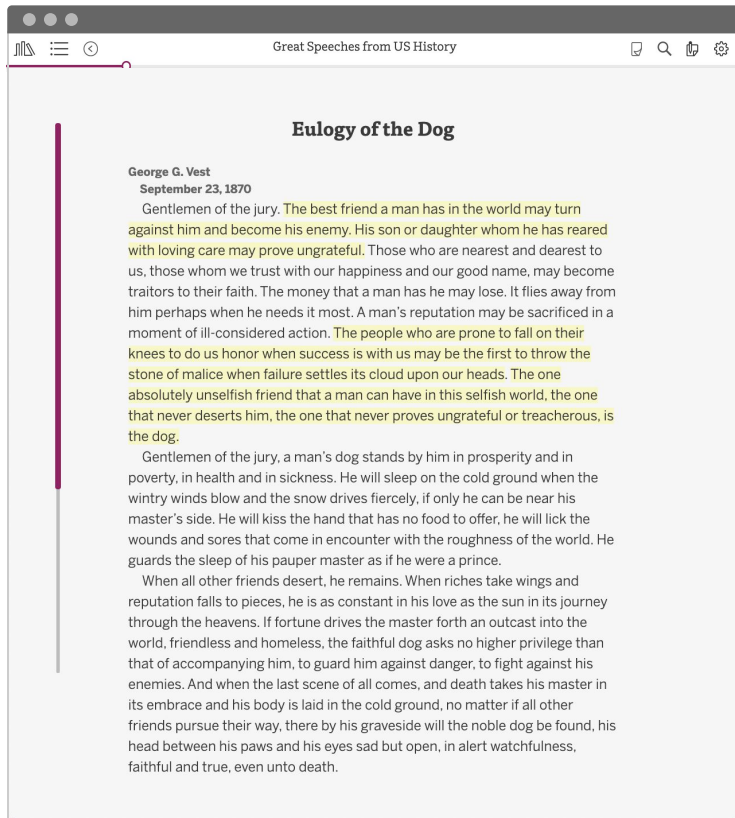
Practice Step 1

Read closely, highlight, and annotate details that are used to persuade the audience.

Notice:

- Facts, statistics, or logical reasoning
- Stories, vivid descriptions, or powerful language
- Appeals to justice, morality, or a shared source of authority or values

Practice Step 1



Great Speeches from US History

Eulogy of the Dog

George G. Vest
September 23, 1870

Gentlemen of the jury. The best friend a man has in the world may turn against him and become his enemy. His son or daughter whom he has reared with loving care may prove ungrateful. Those who are nearest and dearest to us, those whom we trust with our happiness and our good name, may become traitors to their faith. The money that a man has he may lose. It flies away from him perhaps when he needs it most. A man's reputation may be sacrificed in a moment of ill-considered action. The people who are prone to fall on their knees to do us honor when success is with us may be the first to throw the stone of malice when failure settles its cloud upon our heads. The one absolutely unselfish friend that a man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is the dog.

Gentlemen of the jury, a man's dog stands by him in prosperity and in poverty, in health and in sickness. He will sleep on the cold ground when the wintry winds blow and the snow drives fiercely, if only he can be near his master's side. He will kiss the hand that has no food to offer, he will lick the wounds and sores that come in encounter with the roughness of the world. He guards the sleep of his pauper master as if he were a prince.

When all other friends desert, he remains. When riches take wings and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens. If fortune drives the master forth an outcast into the world, friendless and homeless, the faithful dog asks no higher privilege than that of accompanying him, to guard him against danger, to fight against his enemies. And when the last scene of all comes, and death takes his master in its embrace and his body is laid in the cold ground, no matter if all other friends pursue their way, there by his graveside will the noble dog be found, his head between his paws and his eyes sad but open, in alert watchfulness, faithful and true, even unto death.

Highlight key details of the speaker's description.

"The best friend a man has in the world may turn against him and become his enemy. His son or daughter whom he has reared with loving care may prove ungrateful."

"The people who are prone to fall on their knees to do us honor when success is with us may be the first to throw the stone of malice when failure settles its cloud upon our heads."

"The one absolutely unselfish friend that a man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is the dog."

Practice Step 1

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The speaker presents imagined scenarios as if they're facts.

Annotate to identify the type of detail.



The speaker presents imagined scenarios as if they're **facts**.



The speaker includes **vivid descriptions** of betrayal.



The speaker uses **strong language** to call out the importance of values like loyalty and gratitude.

Practice Step 2

Ask yourself: How are the speaker's choices meant to affect the audience?

- Do they make the audience think logically?
- Do they provoke an emotional response?
- Do they encourage the audience to agree with an authority or a shared value?

Practice Step 2 Examples:

The speaker presents a series of statements about bad things that could happen—"The best friend a man has...may turn against him...His son or daughter...may prove ungrateful..."—to make the audience believe that people cannot be trusted.

He also uses strong language like "throw the stone of malice" and "this selfish world" to make the audience feel angry at the idea of being betrayed, and phrases like "the one absolutely unselfish friend that a man can have in this selfish world" to make the audience feel love for dogs, who embody important values like loyalty.

Practice Step 3

Identify and explain the rhetorical appeal:

- What type of appeal is the speaker using (logos, pathos, and/or ethos)?
- How is the appeal used to persuade the audience?

Practice Step 3 Examples:

Vest appeals to **logos**, **pathos**, and **ethos** to persuade the audience that people cannot be trusted, and dogs should be cherished.

- He lists common examples of negative human behavior to argue logically that people are untrustworthy (**logos**).
- He uses emotional language and vivid descriptions to make the audience feel angry and fearful of man's treachery, and grateful and protective toward dogs (**pathos**).
- He paints a picture of dogs as selfless heroes embodying the most important values—loyalty and devotion (**ethos**).

Remember

1. Read closely, highlight, and annotate details that are used to persuade the audience.
2. Consider how the speaker's choices are meant to affect the audience.
3. Identify and explain the rhetorical appeal.




Rhetoric





Benchmark:

Identify rhetorical appeals (logos, pathos, and ethos) in a text.

Now read paragraphs 2 and 3 in “Eulogy of the Dog.”



Great Speeches from US History



Eulogy of the Dog

George G. Vest
September 23, 1870

Gentlemen of the jury. The best friend a man has in the world may turn against him and become his enemy. His son or daughter whom he has reared with loving care may prove ungrateful. Those who are nearest and dearest to us, those whom we trust with our happiness and our good name, may become traitors to their faith. The money that a man has he may lose. It flies away from him perhaps when he needs it most. A man's reputation may be sacrificed in a moment of ill-considered action. The people who are prone to fall on their knees to do us honor when success is with us may be the first to throw the stone of malice when failure settles its cloud upon our heads. The one absolutely unselfish friend that a man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is the dog.

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When all other friends desert, he remains. When riches take wings and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens. If fortune drives the master forth an outcast into the

“Eulogy of the Dog”

Context for Passage 2

In the second and third paragraphs of his summation, Vest expands on a dog's qualities of selfless devotion and loyalty. He further emphasizes a dog's value as a companion “even unto death.”

Practice identifying rhetorical appeals

Step 1

Read closely, highlight, and annotate details that are used to persuade the audience.

Step 2

Consider how the speaker's choices are meant to affect the audience.

Step 3

Identify and explain the rhetorical appeal.

Check for Understanding



Rhetoric

Share and Discuss

1. Read closely, highlight, and annotate details that are used to persuade the audience.

Share and Discuss

2. How are the speaker's choices meant to affect the audience?

Share and Discuss

3. Identify and explain the rhetorical appeal.