**Steve Jobs Stanford Speech AP Lang FRICK**

Try to find evidence of the Rhetorical Triangle in this speech.

**I. Logical Appeal - Logos**

Note the claims the author makes

Note the data the author provides in support of the claims

Note the conclusions the author draws

**II. Ethical Appeal - Ethos**

Note how the author establishes a persona

Note how the author establishes credibility

Note any revelation of the author’s credentials or personal history

**III. Emotional Appeal - Pathos**

Note the primary audience for the text

Note the emotional appeals the author makes

Note the author’s expectations of the audience