**Draw your Triangle Here:**

Labels: Speaker, Audience, Subject, Purpose, Medium

Aristotle’s Appeals: Everything is an Argument!

Logical Appeal:

1. **Reason** that appeals to intellect:
2. **Proof**/ Evidence:

Ethical Appeal:

1. **Value** Audience can get behind:
2. **Persona**/Credibility of Speaker:

Emotional Appeal:

1. **Feeling** / Mood created:
2. Specific **Language** that creates the Mood (look for **Imagery**):

**One to Two Sentences for the Rhetorical Situation:**

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**Try a Full Introduction for the Rhetorical Situation (use your own paper if you write larger):**