**The Appeals Made Easy**

**Finding the appeals is one thing, you also need to connect it to the purpose of the writing. Think of it as a three-part process. 1) Identify it 2) With it’s requirements, and then make the 3) Connection to the writer’s purpose.**

1. **Logical Appeal**

What it looks like: A clear **Reason** for the writer’s purpose

What it requires: **Proof /** **Evidence.**

Connect it:

The logical appeal connects to the mind, intellect, reason and logic of the audience.

1. **Ethical Appeal**

What it looks like: A **Value**: something the audience will care about within the writer’s purpose

What it requires: The Speaker must establish themselves with a credible **Persona**.

Connect it:

The ethical appeal establishes trust between the writer and the audience and assures the audience that the writer understands their wants, needs, and perspectives.

1. **Emotional Appeal**

What it loos like: Something the writer uses to create a **Mood** or **Feeling** about the purpose.

What it requires: **Language / Imagery** putting the audience in the right frame of mind to hear the purpose.

Connect it:

The emotional appeal attempts to stir up feelings in people to care, feel, and

create empathy for the writer’s purpose.

**Jobs’ Speech**

In Steve Jobs’ commencement speech, he tells three stories, and incredibly, contained within each story, Jobs’ masterfully interweaves all three of Aristotle Appeals to achieve a purpose. To be helpful, circle the story you will track: **College Apple Cancer**

What is the **Purpose** of this story:

Now, Identify EACH of the appeals by using quotes (textual data) from the speech AND finish the sentence frame to connect to Jobs’ purpose.

1. **Logical Appeal** Identified
2. Clear Reason:
3. Proof / Evidence:

Sentence Frame that Connects the Appeal to the Purpose:

“In creating a logical appeal, Jobs connects to the mind, intellect, reason and logic of the audience, strengthening his argument that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

1. **Ethical Appeal** Identified:
2. Value Audience will Connect To:
3. What about Persona is Credible:

Sentence Frame that Connects the Appeal to the Purpose:

“Steve Jobs’ ethical appeal establishes trust between the speaker and the audience and assures the graduates that he understands their wants, needs, and perspectives. In doing so, he promotes the idea that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

1. **Emotional Appeal** Identified:
2. Feeling or Mood:
3. Language / Imagery:

Sentence Frame that Connects the Appeal to the Purpose:

“Jobs’ emotional appeal stirs up the feelings of his audience and creates empathy through his imagery. In doing so he achieves his purpose, revealing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”