Definition: A rhetorical strategy where the reasoning of an argument plays upon a person’s emotions.

Examples:

- A politician says that we have to fight the war “over” there so that we don’t have to fight it here at home.
- A commercial offers to tell you what your friends won’t.
- A newspaper editorial for private-school vouchers states that our public schools are dens of thieves and thugs.
- A high school runs an article about drinking and driving with detailed descriptions and graphic pictures of automobile crashes.

1. Which of the four examples above is the most believable?

2. Why are the other choices not as believable?

3. Which of the four examples above will impress or sway people’s minds if they aren’t specifically watching out for such influence?

4. Pretend that you have been assigned to write a paper that supports students carrying their cell phones in class. What appeals might you use?

5. Which of the appeals that you cited above are actually legitimate? Which do you think might be most effective?