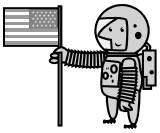
Name: _____ Date: _____

CHECK THE STRATEGIES

Take another look at the persuasive piece that you chose to share with the class from the Persuasion Is All Around You assignment. What strategies does the author use to try to persuade you? Read through each strategy and decide whether the author used that strategy by writing *yes* or *no* in the second column. If you write *yes*, then explain how the author used that strategy.

Persuasive Strategy	Yes/No	How the Author Used It
Claim – States the main point or stance 		
Big Names – Mentions experts and important people to support the argument		
Logos – Uses logic, numbers, or facts to support the argument		
Pathos – Appeals to the audience's emotions		
Ethos – Tries to build trust and credibility		
Kairos – Builds a sense of urgency for the cause		
Research – Uses studies and information to make the argument seem more convincing; this can be in the form of words, graphs, tables, or illustrations		

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