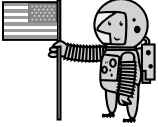







Name: \_\_\_\_\_

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
<b>Claim</b> - States the main point or stance 		
<b>Big Names</b> - Mentions experts and important people to support the argument 		
<b>Logos</b> - Uses logic, numbers, or facts to support the argument 		
<b>Pathos</b> - Appeals to the audience's emotions 		
<b>Ethos</b> - Tries to build trust and credibility 		
<b>Kairos</b> - Builds a sense of urgency for the cause 		
<b>Research</b> - Uses studies and information to make the argument seem more convincing; this can be in the form of words, graphs, tables, or illustrations 