

ETHOS, PATHOS, LOGOS

Read each passage and determine if the argument is using Ethos, Pathos, or Logos.

1. When I am the nominee, I will offer a clear choice. John McCain won't be able to say that I ever supported this war in Iraq, because I opposed it from the beginning. Senator McCain said the other day that we might be mired for a hundred years in Iraq, which is reason enough to not give him four years in the White House.

If we had chosen a different path, the right path, we could have finished the job in Afghanistan, and put more resources into the fight against bin Laden; and instead of spending hundreds of billions of dollars in Baghdad, we could have put that money into our schools and hospitals, our road and bridges – and that's what the American people need us to do right now.

Barack Obama Potomac Primary Night Speech February 12, 2008

Method: _____

Why:

2. Apple has come down from \$363 in February to \$316 Monday. Furthermore, that masks the fact that the company is sitting on a ton of net cash. At the end of the last quarter, cash, securities and other liquid assets exceeded liabilities by \$51 billion, or around \$55 a share. This may top \$60 by the end of this quarter.

So the cash-free stock price — the enterprise value of the business— may only be around \$260.

That's barely 10 times forecast earnings of \$25 for the fiscal year ending in September. It's just nine times next year's forecast earnings. And it's only around 2.3 times this year's sales.

Brett Arrends "Is Apple Becoming a Value Stock." on Marketwatch.com June 21st 2011

Method: _____

Why:

3. Kimberly N. had a senior position at a charitable organization when her son was born. She planned for a six-week maternity leave, but her son was born with a life-threatening condition, and she ended up taking 12 weeks with partial pay. Kimberly's supervisor was unhappy that she took such a long leave and refused to let her work part-time or from home. After going back to work, Kimberly had a terrible performance evaluation that contrasted sharply with her previous positive evaluations. She soon left her job, which significantly impacted family finances. Savings quickly dwindled, debts grew, and Kimberly filed for bankruptcy. A few months later, she found a part-time job at a lower level with no benefits but was laid off when the recession hit. She worries that future employers will question her period of unemployment.

An Argument for Parental Leave in the United States, written by: **Walsch , Janet. Failing It's Families New York City, NY: Human Rights Watch, 2011 Online**

Method: _____

Why:

4. "I have pledged myself and my colleagues in the cabinet to a continuous encouragement of initiative, responsibility and energy in serving the public interest. Let every public servant know, whether his post is high or low, that a man's rank and reputation in this Administration will be determined by the size of the job he does, and not by the size of his staff, his office or his budget. Let it be clear that this Administration recognizes the value of dissent and daring -- that we greet healthy controversy as the hallmark of healthy change. Let the public service be a proud and lively career. And let every man and woman who works in any area of our national government, in any branch, at any level, be able to say with pride and with honor in future years: 'I served the United States Government in that hour of our nation's need.'"

John F. Kennedy State of the Union Message, January 30, 1961

Method: _____

Why:

5. Two major studies from military intelligence experts have warned our leaders about the dangerous national security implications of the climate crisis, including the possibility of hundreds of millions of climate refugees destabilizing nations around the world. Just two days ago, 27 senior statesmen and retired military leaders warned of the national security threat from an “energy tsunami” that would be triggered by a loss of our access to foreign oil. Meanwhile, the war in Iraq continues, and now the war in Afghanistan appears to be getting worse.

Al Gore "A Generational Challenge to Repower America" July 17th 2008

Method: _____

Why:

6. The Rangers looked up and saw the enemy soldiers -- at the edge of the cliffs shooting down at them with machine guns and throwing grenades. And the American Rangers began to climb. They shot rope ladders over the face of these cliffs and began to pull themselves up. When one Ranger fell, another would take his place. When one rope was cut, a Ranger would grab another and begin his climb again. They climbed, shot back, and held their footing. Soon, one by one, the Rangers pulled themselves over the top, and in seizing the firm land at the top of these cliffs, they began to seize back the continent of Europe. Two hundred and twenty-five came here. After two days of fighting, only 90 could still bear arms.

Behind me is a memorial that symbolizes the Ranger daggers that were thrust into the top of these cliffs. And before me are the men who put them there. These are the boys of Pointe de Hoc. These are the men who took the cliffs. These are the champions who helped free a continent. These are the heroes who helped end a war.

Gentlemen, I look at you and I think of the words of Stephen Spender's poem. You are men who in your "lives fought for life...and left the vivid air

Ronald Reagan "The Boys of Point Du Hoc" Normandy France June 6th 1984

Method: _____

Why:

7. This country is more decent than one where a woman in Ohio, on the brink of retirement finds herself one illness away from disaster after a lifetime of hard work.

This country is more generous than one where a man in Indiana has to pack up the equipment he's worked on for twenty years and watch it shipped off to China, and then chokes up as he explains how he felt like a failure when he went home to tell his family the news.

We are more compassionate than a government that lets veterans sleep on our streets and families slide into poverty; that sits on its hands while a major American city drowns before our eyes.

**Barack Obama Night Before the Election Speech Manassas, Prince William County,
Virginia November 3, 2008**

Method: _____

Why:

8. The little crowd of mourners—all men and boys, no women — threaded their way across the market-place between the piles of pomegranates and the taxis and the camels, wailing a short chant over and over again. What really appeals to the flies is that the corpses here are never put into coffins, they are merely wrapped in a piece of rag and carried on a rough wooden bier on the shoulders of four friends. When the friends get to the burying-ground they hack an oblong hole a foot or two deep, dump the body in it and fling over it a little of the dried-up, lumpy earth, which is like broken brick. No gravestone, no name, no identifying mark of any kind. The burying-ground is merely a huge waste of hummocky earth, like a derelict building-lot. After a month or two no one can even be certain where his own relatives are buried.

When you walk through a town like this — two hundred thousand inhabitants, of whom at least twenty thousand own literally nothing except the rags they stand up in — when you see how the people live, and still more how easily they die, it is always difficult to believe that you are walking among human beings.

George Orwell "Marakesh" 1939

Method: _____

Why:
