

# Plastic Pollution and You

## PERSUASIVE COMMUNICATIONS SHEET 1

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

Class: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Use the Three Appeals to develop a convincing argument to Parker's Party Place to change their business practices.  
At the bottom of this chart, put your ideas on how you can use each appeal.

Ethical Appeal	Emotional Appeal	Logical Appeal
<p>Make your argument by...</p> <ul style="list-style-type: none"> <li>Establishing your credibility</li> <li>Establishing your trustworthiness</li> <li>Appealing to widely accepted moral values</li> </ul>	<p>Make your argument by...</p> <ul style="list-style-type: none"> <li>Telling personal stories (Anecdotes)</li> <li>Sharing personal beliefs ("I think", "I believe", "I feel")</li> <li>Using words, phrases, or images that evoke emotion - fear, excitement, sadness, joy</li> <li>Using figurative language (simile, metaphor) that stirs an audience's feelings</li> <li>Making a call to action</li> </ul>	<p>Make your argument using...</p> <ul style="list-style-type: none"> <li>Facts, statistics, and definitions</li> <li>References to history or the past</li> <li>Quotes from experts and authorities</li> <li>Cause and effect statements (If..., then...)</li> <li>Research results</li> </ul>
<p>This approach will...</p> <ul style="list-style-type: none"> <li>Demonstrates the author's reliability and competence</li> <li>Shows respect for the audience's ideas and moral values</li> </ul>	<p>This approach will...</p> <ul style="list-style-type: none"> <li>Evoke an emotional response</li> <li>Can lead to an irrational response if not used carefully</li> </ul>	<p>This approach will...</p> <ul style="list-style-type: none"> <li>Evokes a rational, reasonable response</li> <li>Provide evidence and proof to support your argument</li> </ul>
<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>