

# Rhetorical Appeals

**Sell me this pen**



Directions: Try your best to sell the pen shown above. List three examples of the three persuasive appeals and give reasoning that back your claims.

Goal: To sell my teacher this pen.

Logical Appeal: No more mess with Flair Pens

Reasons/Examples:

Ethical Appeal: \_\_\_\_\_

Reasons/Examples:

Emotional Appeal: \_\_\_\_\_

Reasons/Examples: