

Upper Level Level - September 2026

Week 2: Rhetorical Analysis: Ethos, Logos, Pathos & SOAPS | Vocabulary & Comprehension

Name: _____

Date: _____

SECTION 1: VOCABULARY

ethos	Rhetorical appeal to the speaker's credibility or authority
logos	Rhetorical appeal to logic, reason, and evidence
pathos	Rhetorical appeal to the audience's emotions
SOAPS	Framework: Speaker, Occasion, Audience, Purpose, Subject
anaphora	Repetition of a phrase at the beginning of successive clauses for emph
allusion	Reference to a well-known person, place, work, or event
counterargument	An opposing viewpoint the writer anticipates and addresses
rebuttal	The writer's response refuting a counterargument
rhetorical question	A question posed for effect, not requiring an answer
rhetorical strategy	A technique used purposefully to persuade or engage

SECTION 2: USE IT IN A SENTENCE - Choose 4 words above and write original sentences.

1. Word: _____ Sentence: _____

2. Word: _____ Sentence: _____

3. Word: _____ Sentence: _____

4. Word: _____ Sentence: _____

SECTION 3: COMPREHENSION QUESTIONS

1. Define ethos, logos, and pathos. Give an original example of each in a school-related argument.

2. How do you apply the SOAPS framework to analyze a text?

3. How does anaphora strengthen a persuasive argument? Use an example from a real speech.

4. Why do effective arguments typically combine all three rhetorical appeals?

5. How can you evaluate whether a rhetorical argument is ethical as well as effective?
