



Exercise: Identification

Identify the term from the word bank that best matches each description.

Match the vocabulary word with its definition.

___ 1. Related to the audience's feelings.

A. Logos

B. Pathos

C. Rhetoric

D. Audience

E. Ethos

F. Message

G. Speaker

___ 2. "The art of ruling the minds of men."

___ 3. Emphasizes reason and proof.

Be sure to Lock in your answers

___ 4. The individual(s) on the receiving end of the communication.

___ 5. The individual presenting the argument in speech, writing, or another medium.

___ 6. The ideas being communicated.

___ 7. Emphasizes the speaker's character.