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Period 1

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As you read Kamala Harris’ speech, use this graphic organizer to note the types of appeals she employs to engage the audience

| Appeal | Common Techniques | Examples and their effect |
| --- | --- | --- |
| Pathos (Appeal to Emotion) | Allusions  Anecdote  Connotations  Examples  Figurative language  Imagery  Repetition  Sensory details | “only as strong as our willingness to fight for it”  -Using our to show unity and make the people feel like they are directly involved and that they are and have to be a part of this.  “Because ‘We The People’ have the power to build a better future”  Using an old saying to relate patriotically and instill nationalism and taking to peoples pride.  “To our campaign staff and volunteers, this extraordinary team…To the poll workers and election officials across our country who have worked tirelessly to make sure every vote is counted….And to the American people who make up our beautiful country”  Connecting to the people and making it seem like she cares.  “And to the woman most responsible for my presence here today — my mother, Shyamala Gopalan Harris, who is always in our hearts.”  It is connotation and sensory details because she is trying to include herself and make others feel sympathy and empathy for her  “I’m thinking about her and about the generations of women — Black women.  Again including the people  Asian, White, Latina, and Native American women throughout our nation’s history who have paved the way for this moment tonight.”  Taking to the audience  “But while I may be the first woman in this office, I won’t be the last.  Giving the audience hope  Because every little girl watching tonight sees that this is a country of possibilities.”  Inspiring others and talking to children. |
| Logos (Appeal to Logic) | Allusions  Analogies  Anecdote  Charts  Examples  Expert sources  Facts  Graphs  Stats  Personal testimony  Repetition  Research | “For 4 years, you marched and organized for equality and justice, for our lives, and for our planet.  And then, you voted. You delivered a clear message.  You chose hope, unity, decency, science, and, yes, truth.”  Giving a series of events to show that she knows what's happening and stating facts about the protest.  “All the women who worked to secure and protect the right to vote for over a century: 100 years ago with the 19th Amendment, 55 years ago with the Voting Rights Act, and now, in 2020, with a new generation of women in our country who cast their ballots and continued the fight for their fundamental right to vote and be heard.”  -shows women have been fighting for a long time and they have been able to go through so much |
| Ethos (Appeal to Credibility | Concession  Facts  Personal testimony  Refutation  Stats  Sincerity  Use of credible and reliable sources  Writer’s authority/ experience | “Congressman John Lewis, before his passing, wrote: “Democracy is not a state. It is an act.”  Mentioning someone with a lot of importance and including a quote to show a relation and recognition of him.  “You chose [Joe Biden](https://www.business-standard.com/about/who-is-joe-biden)  as the next president of the United States of America.”  Connecting with the president  “And while I first knew Joe as Vice President, I really got to know him as the father who loved Beau, my dear friend, who we remember here today.”  Shows her ability to relate, and empathize with others |

Rhetorical situation questions:

1. **Harris begins with a quotation from John Lewis. How does this appeal to her audience?**

This appeals to her audience using a little bit of ethos by associating herself with a very well known and important figure. And it is also trying to elevate her to the same level as him and apple to that audience. And by bringing up and appreciating someone inspiring it can make her look inspiring and shift the audiences focus.

1. **Who is the audience and what are their assumed shared values?**

The audience is the American people and most likely her supporters and people who voted for biden. And she is assuming that her audience agrees that women and black women especially are oppressed and that everyone agrees that this is an amazing moment for our community.

1. **How does Harrisw connect to her audience through appeals to logic, emotion and credibility?**

She appeals to logic by including some examples regarding the history of civil rights giving some background to her speech and she apples to emotion by using personal examples and instilling empathy with the audience. As well as trying to connect with the audience by including them and referencing them a lot. And she shows her credibility by quoting other important figures and bringing up who she is connected with.

1. **What is Harris’ message to young women? How does her ethos qualify her to offer this message?**

Harris’ message to young women is that they need to work hard and be able to prevail and hold important positions and that it is important to fight for their rights and for their future. She uses Ethos to do this by speaking of her own mother and also showing her experience by