2 examples of the following

Pathos:

a song that is very emotional and heartfelt.

A heart jerker movie

Logos

A scientific paper that describes a discovery or other scientific stuff

A debate over a divisive topic

Ethos

An influential figure spreading their views.

The head of an organization putting out a statement

Exigence:

calling someone in an emergency and saying that its urgent.

An alarm reminding you to do something.

Rhetorical situation

Joining in a conversation and picking up where they are through context clues.

Understanding the environment and circumstances that surround the topic you are talking about

Rhetorical appeal in MLK and MX