Revision Exercise – Define the Rhetorical Appeals

The following passage contains 32 “to be” verbs (“to be” verb and verb phrases highlighted in blue), and several infinitive verbs; as a result, it communicates its idea in an awkward, wordy and inefficient manner. Revise the following passage to achieve the following objectives:

* Reduce word count to no more than 150 words
* Eliminate as many “to be” verbs as possible (try to include no more than 3)
* Cut wordy and redundant phrasing
* Revise sentence structures to create clear, concise, coherent flow of information.

There are three rhetorical appeals that are often used when an audience must be persuaded. The first of these appeals is called *logos* in Greek, and is most often referred to as the appeal to logic and is sometimes referred to as the appeal to reason. The second of the three rhetorical appeals is called *ethos* in Greek, but is often translated as an appeal to credibility or an appeal to authority. Last but not least, the third and final of the three appeals is the appeal to *pathos*, which, when this is translated, means an appeal to emotion. When writers are appealing to logic, they are grounding the claims that they are making in facts and statistics. They perhaps might also be using formal definitions, and sometimes they are relying simply on sound reasoning. The appeal to emotion is when authors are making the attempt to get their readers to have the experience of feeling specific emotions about what they are reading. For example, when an appeal to emotion is made, the author might be trying to cause the reader to be having a feeling of hopefulness, anger, nostalgia, or pride. When an appeal to credibility is made, this is an attempt to make the reader see that the author is a source of information that is both reliable and trustworthy, as well as a source that is able to demonstrate their expertise or experience regarding that particular topic that is under discussion. It is very crucial for writers to be able to find the appeals that are the most effective and appropriate for the particular audience that they are addressing and for the purpose that they are trying to achieve.

282 words; 32 “to be” verbs

*Copy and paste the above passage into the space below, and revise it. When you are finished, highlight the remaining “to be” verbs and provide a total word count of your paragraph.*