

Example 1: Analyzing A Climate Change Speech

Introduction

- Identify the speaker, setting, and overall purpose of the speech.
- Add a hook using a striking fact or statistic about rising global temperatures.
- End with a clear thesis explaining that the speaker combines emotional storytelling, credibility through expertise, and logical statistics to inspire action.

Body Paragraph 1 (Pathos)

- Analyze how the speaker evokes empathy through personal stories of affected families.
- Describe the use of vivid visual imagery that stirs emotional response.

Body Paragraph 2 (Ethos)

- Explain how the speaker's use of credible sources and research builds authority.
- Highlight how personal experience reinforces the audience's trust.

Body Paragraph 3 (Logos)

- Examine how data and factual comparisons between decades strengthen logical appeal.
- Show how statistics clarify the urgency of climate change.

Conclusion

- Restate the thesis in new words to reinforce the argument.
- Reflect on how emotional and rational appeals work together to motivate the audience toward action.