Quiz #9 Study Guide

Note:

All page numbers in the study guide are taken from *Patterns for College Writing*.

General Items:

1. Bring a sheet of loose-leaf paper (the kind without the ripped edges) and a pen with black or blue ink.
2. You may use the textbook to complete this quiz. Nevertheless, you must prepare for it before the beginning of the next class. For example, you should underline the thesis statement and identify major and minor details.
3. The instructor will give copies of the quiz only to those students who have the textbook or the electronic version of the textbook, a photocopy of the assigned essay, or an approved electronic copy of the assigned essay.
4. The quiz has five items: four multiple-choice and one brief response.
5. The quiz is based on “A Tax That Invests in Our Health” by Richard F. Daines on pages 632-633.

Points to Guide Studying:

1. Be able to identify sentences that rely on logos, pathos, and ethos. Therefore, be familiar with the terms “ethos,” “logos,” and “pathos.”
2. Be able to identify the thesis statement of the essay.

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Key Terms:

1. Logos is the type of appeal based on logic. For example, when a writer includes a quotation from a credible source, then it represents an appeal to logos. Consider this quotation: “’Cooking grease can destroy [one’s] drain pipes,’ says Jamie Smith, owner of the Baltimore, Maryland, branch of Mr. Rooter Plumbing.” In addition, the use of credible facts and statistics represents an appeal to logic.
2. Pathos is the type of appeal based on emotion. For instance, in an article about the pouring of grease down the kitchen sink drain, the writer includes this sentence: “Worse, a bad backup could clog your town’s sewer lines, causing raw sewage to overflow into the streets.” There are no facts, statistics, or even quotations from credible sources to support the information in this sentence—essentially nothing to appeal to logic. Instead, there is the image of raw sewage overflowing into the streets. If readers respond to this image with “Oh, gross!” then they respond with emotion rather than with logic.
3. Ethos is the type of appeal based on the character reputation of the writer. To illustrate, in an argumentation essay for the approval of a new cancer treatment, if the writer identifies herself as the chief doctor of oncology at the Dana Farber Cancer Hospital in Boston, then she enhances her credibility because she creates a link between the subject of the essay and her career. Also, if this writer uses credible facts, statistics, and quotations, then she enhances her credibility even further.