

**MARZO 2016**

**INGLÉS**

1. Read the text and the instructions to the questions very carefully.
  2. Answer all questions in English
- .....

Persuasion is the art of convincing someone to agree with your point of view. According to the ancient Greek philosopher Aristotle, there are three basic tools of persuasion: ethos, pathos, and logos.

Ethos is a speaker's way of convincing the audience that she is a credible source. An audience will consider a speaker credible if she seems trustworthy, reliable, and sincere. This can be done in many ways. For example, a speaker can develop ethos by explaining how much experience or education she has in the field. After all, you would be more likely to listen to advice about how to take care of your teeth from a dentist than a firefighter. A speaker can also create ethos by convincing the audience that she is a good person who has their best interests at heart. If an audience cannot trust you, you will not be able to persuade them.

Pathos is a speaker's way of connecting with an audience's emotions. For example, a speaker who is trying to convince an audience to vote for him might say that he alone can save the country from a terrible war. These words are intended to fill the audience with fear, thus making them want to vote for him. Similarly, a charity organization that helps animals might show an audience pictures of injured dogs and cats. These images are intended to fill the viewers with pity. If the audience feels bad for the animals, they will be more likely to donate money.

Logos is the use of facts, information, statistics, or other evidence to make your argument more convincing. An audience will be more likely to believe you if you have data to back up your claims. For example, a commercial for soap might tell you that laboratory tests have shown that their soap kills all 7,000,000 of the bacteria living on your hands right now. This piece of information might make you more likely to buy their brand of soap. Presenting this evidence is much more convincing than simply saying "our soap is the best!" Use of logos can also increase a speaker's ethos; the more facts a speaker includes in his argument, the more likely you are to think that he is educated and trustworthy.

Although ethos, pathos, and logos all have their strengths, they are often most effective when they are used together. Indeed, most speakers use a combination of ethos, pathos, and logos to persuade their audiences. The next time you listen to a speech, watch a commercial, or listen to a friend try to convince you to lend him some money, be on the lookout for these ancient Greek tools of persuasion.

**QUESTION 1 (1 MARK)**

Write a title in English which best summarizes the story

**QUESTION 2 (0.5 MARK EACH)**

Explain in English the meaning of the following phrases from the text (maximum 8 words for each phrase):

- a) "an audience cannot trust you"
- b) "to back up your points of view"

**QUESTIONS 3 (1 MARK EACH)**

Answer in English the following questions **IN YOUR OWN WORDS** as far as possible:

- a) Which of these single-tactic persuasion tools do you find most effective? Why?
- b) What is pathos intended for?

**QUESTION 4 (1 MARK EACH)**

Complete the following sentences. Your answers must be related to the ideas contained in the text

- a) How can people avoid. .... ?
- b) If were trustworthy and reliable, .....
- c) Which is the best way of.....

**QUESTION 5 (3 MARKS)**

Try to convince an uninformed person to take a political position that is the same as yours. (minimum 70 words, maximum 100). Use your own words in English.