Web Page Analysis

**Directions:** In the left hand column, write the rhetorical device you used: ethos, logos, or pathos. In the right hand column, explain in detail what part of the web page exemplifies that particular rhetorical device. Be sure to include an example and an explanation. An example has been done for you.

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| Rhetorical Device | Example & Explanation |
| **Pathos** | *Italy is one of the most beautiful places in the world.*  This sentence is trying to appeal Italy to the audience. |
| **Logos** | *The percentage of people that travel to Italy each year is 43.7 million.*  This is a fact to try to persuade the reader to come to Italy. |
| **Pathos** | *What truly makes Italy stand out is its rich roots in history and its ravishing culture.*  These descriptive words are used to tell the reader about the great aspects in Italy. |
| **Ethos** | *Many Italian artists such as da Vinci, Raphael, Botticelli, Fra Angelico, and Michelangelo contributed many artistic and architectural advances.*  This shows that many famous and established artists have contributed to artistic advances, which tell the reader that they make good pieces of work. |
| **Ethos** | *Not to mention that it's considered one of the most romantic sites worldwide, not only because of its natural charm but also because Shakespeare's famous* Romeo and Juliet, *one of the most romantic tragedies of all time*, *was set in Verona, Italy.*  This shows that since the famous romantic play was set in Italy, others can fall in love in Italy too. |
| **Pathos** | *Verona, Italy is a beautiful city built along the Adige River.*  This sentence is trying to persuade people to come to Verona, Italy because it is a beautiful city. |
| **Logos** | *Tourist attractions in Verona include Juliet's house (Casa Di Giulietta), The Arena Di Verona-- the third largest Arena in Italy, and San Fermo--a cathedral designed to look like the inside of a boat.*  This shows the reader that there are great attractions, and many cool things to do in Italy. |
| **Pathos** | *Slideshow: Italy’s vegetation flourishes beautifully year-round.*  This tells the reader that the scenery in Italy is always beautiful. |
| **Logos** | *Slideshow: The tower of Pisa! No, not pizza, if you’re hungry after enjoying this magnificent view, go to our affordable restaurants just around the corner.*  This tells the reader that the restaurants there are affordable, and that should make them choose those restaurants. |
| **Pathos** | *Slideshow: Got lost? Don’t be afraid to ask random people for directions, Italians are sweet and sympathetic people…*  This tells the reader that they shouldn’t be afraid to ask anyone questions, because they are sweet and would love to answer them. |
| **Logos** | *Slideshow: …there are many photographers you can pay affordable prices to capture the moment.*  This tells the reader that if they want to take pictures, they can hire a photographer for a low price. |