**Questions for Multi-modal Samples**

**Directions**: You don’t need to write the answers, but watch the films with these in mind, maybe making notes, and be prepared to take a quiz that will allow you to show mastery of the three rhetorical appeals.

**For section 18**: you’ll need to watch both videos, since we didn’t get fully through either of them.

**For section 36**: just watch Annie Leonard, since we pretty thoroughly discussed the other one.

\*\*\*\*\* **Obviously, if you missed class on this day, you’ll need to watch both of them**.\*\*\*\*\*

**Majora Carter’s TED talk: Green the Ghetto** <https://www.youtube.com/watch?v=q2TewSL_Egk>

**Annie Leonard’s video: The Story of Stuff** <https://www.youtube.com/watch?v=9GorqroigqM>

1. **Multi-modal Logos**: Consider how the visual aids add or clarify information. Note *specific* photos/maps/charts/drawings that you find particularly effective or problematic.
2. **Multi-modal Pathos**: Consider how the visual aids affect the audience’s emotions. Note *specific* images that might be especially evocative, and specify which emotion(s) would be stirred up. Note also what values and beliefs are called into play.
3. **Multi-modal Ethos**: Part of what makes these “multi-modal” presentations is that the material is delivered by a person speaking live, rather than just their words on the page. Consider how each speaker uses her own visual presence as part of the message, through clothing/accessories, body language, voice cues, etc. In the case of Majora Carter, there are really two target audiences: one that she can see in front of her, and then one that will be able to watch her recorded performance. Focus on the former, as she does.
4. **General ethos**: Consider how each speaker establishes her credibility by showing good sense (relevant knowledge/experience/intelligence), good morals (according to the target audience’s values), and good will toward the audience. Note carefully how she uses “us” and “we,” and how she directly expresses good will and shared goals--a stake in the same world.