

A stylized, layered landscape illustration. The foreground features rolling green hills in various shades of green, with a dark brown path or streambed winding through them. On the left, there is a green tree with a brown trunk, a purple flower, and some orange foliage. A small red bird is flying in the upper left. The background consists of light blue and white wavy bands representing the sky.

# Let's Go Green and Social for Our Community:

Creating a Letter-of-Advocacy on a Community Environmental  
Issue Using Ethos, Pathos, and Logos

# Let's Go Green and Social: Key Terms

✓ Letter-of-Advocacy

✓ Ethos

✓ Pathos

✓ Logos

# Key Terms: Letter-of-Advocacy

## Definition:

- ✓ A type of letter (usually addressed to an official) supporting an existing issue and asking that an action be taken

## Examples:

- A petition letter to Governor Cuomo about more funding for CUNY schools
- A request letter to the co-op board about planting more trees in the yard
- An appeal letter to admissions committee to reconsider an application

# Key Terms: Ethos, Pathos, and Logos

**\*Note\*** Beware some types of faulty logic:

- Either/Or
- Faulty Parallelism
- Red Herring

Term:	Definition:	Example
Ethos	Appealing to authority	A doctor without borders on child hunger
Pathos	Appealing to emotions	Telling a graphic story about a mal-nourished
Logos*	Appealing to facts	A piece of statistics on infant mortality



# Letter-of-Advocacy Assignment: Structure and Guiding Questions (due )

- ✓ Identify yourself as an expert (ethos) and state the issue
  - ✓ Fully describe the issue at stake as well as the solution
  - ✓ Provide researched evidence (logos, no Wikipedia) and personal narrative (pathos)
  - ✓ Acknowledge and diplomatically refute objection points
- Who am I to raise the issue?
  - Why should I care about the issue?
  - Who should listen to me? Why?
  - How does the issue impact our environment and our social stability?
  - What kind of a solution would be the best? Why?
  - What kind of objections should I expect?
  - How do I handle the objections?

# Letter-of-Advocacy Assignment: Do Now

In groups of 3-5:

- ✓ Read the sample letter-of-advocacy by Raya Dimitrova (me!)
- ✓ Find at least three examples of ethos, pathos, and logos
- ✓ Determine how the guiding questions apply to this letter-of-advocacy
- ✓ Focus on how the counter-argument (the objection) is addressed

# Counter-Arguments: Ways of Addressing Objections

Refutation:	Proving One's Own	Turn-Around
1. State the objection	1. State the objection	1. State the objection
2. Explain the reasoning behind	2. Agree with it to an extent	2. Agree with it
3. Expose its flaws	3. Explain why yours is still better	3. Make yours a part of the

# Oral Presentation/Speech Assignment (due ): Comparison to Letter-of-Advocacy

## Letter of Advocacy:

- To-the point opening
- Usually addressed to a specific person
- Exposing the issue by using statistics and personal accounts
- Use of a business-like language
- Polite closing remarks

## Oral Presentation/Speech:

- A catchy opening (telling a story, posing a question, cracking a joke)
- Addressed to a large audience
- Exposing the issue via more interaction with the audience
- Use of some slang permitted for dramatic effect
- Open call for action during closing remarks





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