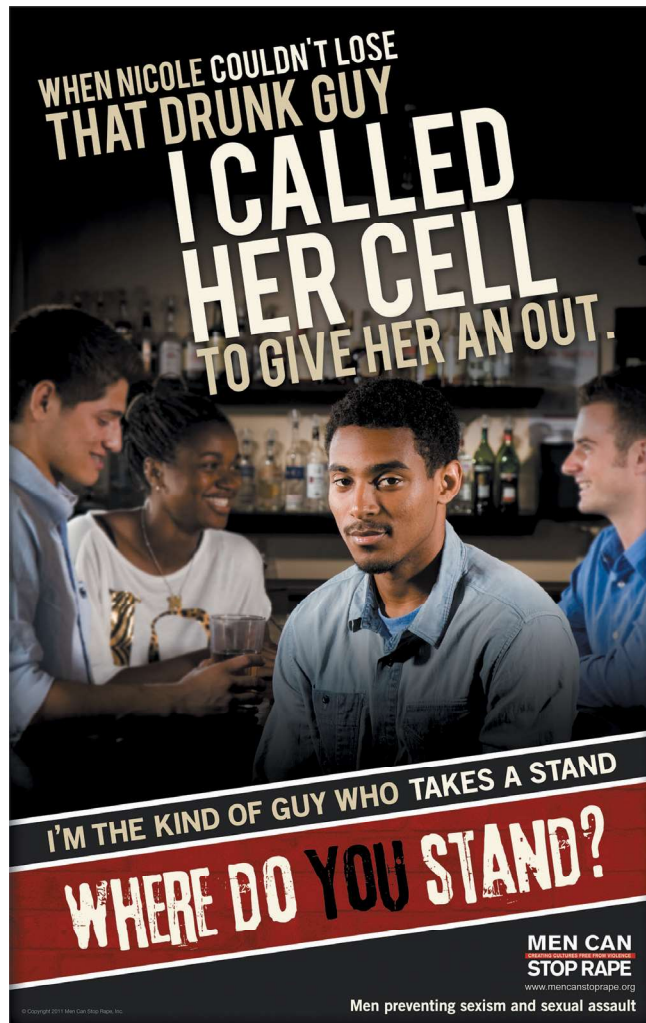


Examining Visual Arguments



Logos, Ethos, Pathos, and Kairos

Efforts to combat sexual assault and date rape on college campuses have figured prominently in public conversation recently, with discussions booming on the websites of newly formed organizations and stories of rallies on university campuses appearing on news sites. As this advocacy poster shows, the need to bolster bystander intervention is a critical piece in addressing this problem.

How does this advocacy poster attempt to move its audience? Analyze the poster's visual and verbal appeals to *logos*, *ethos*, *pathos*, and *kairos*.