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| **Device** | **Quote** | **Translation** | **Significance** |
| **Ethos** | Brutus: “I love the name of honour more than I fear death.” | I care more about being honorable than I care about my physical life. | Brutus is creating credibility for himself by declaring his commitment to honor above self. |
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| **Logos** | Brutus: “But ‘tis a common proof, that lowliness is young ambition’s ladder, whereto the climber-upward turns his face … then turns his back … scorning the base degrees by which he did ascend.” | We all know that after ambitious people climb the ladder of success, they no longer look back and care about those left behind. | Brutus applies a generally known principle to the situation of Julius Caesar, concluding that because Caesar is ambitious, he will follow a predictable pattern of behavior. |
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| **Pathos** | Cassius: “Why should that name be sounded more than yours? Write them together, yours is as fair a name.” | Why is Caesar’s name given more respect than yours, Brutus? Compare them side by side, and they are equal. | Cassius is using Brutus’ pride to persuade him that Caesar is not so special that Brutus should be afraid to overthrown him. |
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Speaker: Occasion:

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|  | **Quote** | **Translation** | **Significance** |
| **Ethos** |  |  |  |
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| **Logos** |  |  |  |
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| **Pathos** |  |  |  |
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**Questions:**

* What is the overall purpose of each appeal? Is the speaker successful?