**Term 5, Wk 4, Lesson 2, Y11**

Remember EPIIIC:

**E**stablish your audience, their views and where they might be.

**P**icture this: (appeal to the reader’s emotions or *pathos*)

**I**magine… (paint a picture of the ideal situation)

**I**nformation (appeal to the reader’s reason or *logos*)

**I** (create credibility using person experience: *ethos*)

**C**ounter argument + conclusion

**Language Paper 2**