

## **1<sup>st</sup> Website Homepage**

**MULE Gizmotronics**, the company that you've trusted for over 100 years, has recently entered the World Wide Web! Now you can purchase our fine products through the internet. Our quality gizmos, widgets, and thingamabobs can be shipped to you within minutes. All come with the famous lifetime guarantee that makes Acme the company that the world depends on for it's gizmo needs.



Our spokesperson, Mr. Coyote says "*I'm not really a coyote, but I play one on tv. I've used MULE products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills are the best around. And don't forget their high-powered dynamite! I buy everything from MULE. They are the company that I trust the most.*"

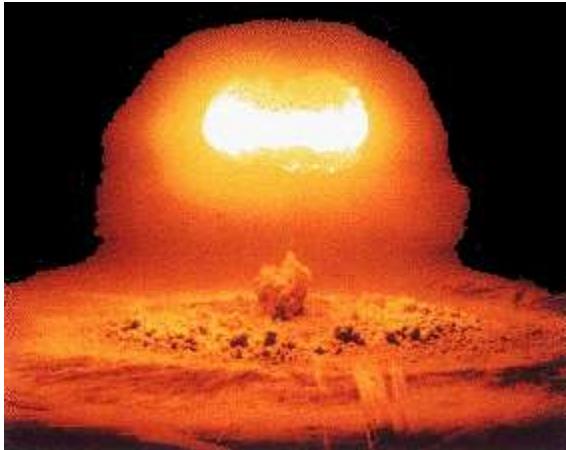
**MULE** is currently supporting research into a form of clean, ultra-efficient, antonium-based power that promises to usher in a new period of cheap, globally available power. Based on a small island off the coast of Costa Rica, MULE Technology Research is one of our most significant divisions.

Interested in learning more about MULE? We thought you might be.

**2<sup>nd</sup> Website Homepage**

## **MULE's new dihydro-antonium detonation process**

By combining cesium and dihydro-oxide in laboratory conditions, and capturing the released energy, MULE has promised to lead the way into the future. Our energy source is clean, safe, and powerful. No pollutants are released into the atmosphere. The world will soon have an excellent source of clean energy.



*A typical example of energy released from the dihydro-antonium process.*

MULE is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power. MULE batteries will be refitted with small dihydro-antonium reactors. Once the entire world is powered by MULE's generators, we can all relax and enjoy a much easier life.

Please examine more detailed information about our Antonium research.

## **Atonium-Based Reactor Kills!**

A baby turtle breaks free from the leathery shell of its egg, catching its first glimpse of its first sunrise. It pauses a moment to rest, unaware of the danger that lies so close to it. As the tide comes in, approaching the nest, it also approaches a small pile of metal - antonium. The water draws closer and closer, the turtle unsuspecting of the danger. Finally, the water touches the antonium.



The nest is torn to bits in the resulting explosion, destroying even more of an endangered species.

Why does this happen? One name: **MULE**.

MULE Gizmotronics is supporting a dihydro-atomium reactor, trying, in their anthrocentrism, to squeeze energy out of such destructive explosions. And, they are dumping waste antonium onto the shores of their island, threatening the environment. Studies have shown that the dihydro-antonium reactor will destroy the island's ecosphere in less than **four months!**

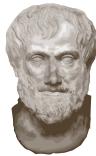
How can they get away with this?

Costa Rica (where the island is near) has lax environmental laws, allowing MULE to do whatever they want - including destroy endangered species.

What can you do about this?

**Don't let them get away with it! Boycott MULE products! And call your representatives, and tell them you support stricter legislation to prevent things like this!**

Other environmental concerns that can be seen on the Web.



## Ethos, Pathos, and Logos Assignment

Name \_\_\_\_\_

**Who is Aristotle, and what is rhetoric?**

**What is ethos?**

**What is pathos?**

**What is logos?**

Read the three examples of web home pages and then complete the following handout using the details from the pages.

Identify which website used which form of rhetoric. Describe what works for each form of rhetoric and give examples from each web page.

	Ethos	Pathos	Logos
Website			
Types of persuasive techniques that work for this form of rhetoric.			
Examples from the website that support the form of rhetoric.			