

Proves d'Accés per a Majors de 25 i 45 anys
Pruebas de Acceso para mayores de 25 y 45 años

Convocatòria:
Convocatoria:
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SISTEMA UNIVERSITARI VALENCIÀ
SISTEMA UNIVERSITARIO VALENCIANO

Assignatura: ANGLÉS
Asignatura: INGLÉS



OBSERVACIONS/OBSERVACIONES:

Llegiu el text següent amb atenció, almenys dues vegades, i responeu després, en anglés i en un full d'examen a banda, les cinc preguntes formulades. Hi disposeu d'una hora. En les preguntes (1) i (5) heu d'evitar la reproducció literal de l'original.

Lea con detenimiento, al menos dos veces, el siguiente texto y responda a continuación, en inglés y en la hoja de respuestas, a las cinco preguntas formuladas. Para ello dispone de una hora. En las preguntas (1) y (5) deberá evitar la reproducción literal del original.

TEXT

THE ART OF PERSUASION

Persuasion is the art of convincing someone to agree with your point of view. According to the ancient Greek philosopher Aristotle, there are three basic tools of persuasion: *ethos*, *pathos*, and *logos*.

Ethos is a speaker's way of convincing the audience that she/he is a credible source. An audience will consider a speaker credible if she/he seems reliable and sincere. This can be done in many ways. For example, a speaker can develop *ethos* by explaining how much experience or education she/he has in the field.

Pathos is a speaker's way of connecting with an audience's emotions. For example, a speaker who is trying to convince an audience to vote for her/him can say that she/he alone can save the country from a terrible war.

Logos is the use of facts, information, statistics, or other evidence to make your argument more convincing. An audience will believe you if you show them data. For example, a commercial for soap can tell you that laboratory tests affirm that their soap kills all 7,000,000 of the bacteria living on your hands right now. Presenting this evidence is much more convincing than simply saying "our soap is the best!"

Although *ethos*, *pathos*, and *logos* all have their strengths, they are often most effective when they are used together. Indeed, most speakers use a combination of *ethos*, *pathos*, and *logos* to persuade their audiences. The next time you listen to a speech or watch a commercial think of these ancient Greek tools of persuasion.

QUESTIONS

1. State in your own words what the text means by (paragraph 5) (2 marks):

“Although *ethos*, *pathos*, and *logos* all have their strengths, they are often most effective when they are used together.”

2. Decide whether the following statements are true or false, according to the text. Write T or F. If the answer is not mentioned in the text, mark it false. (2 marks; -0.5 for each wrong answer)

- a) There are various possible ways to persuade an audience.
- b) A way to develop *ethos* is by showing expertise in the field.
- c) The audience is convinced by emotions more than by numbers.
- d) The majority of speakers generally focus on one method to persuade their audience.

3. These words and expressions are found in the text: *TOOLS*, *SEEMS*, *FIELD*, *ALONE*, *COMMERCIAL*, *TESTS*, *STRENGTHS*, *EFFECTIVE*. Choose the ones that mean the same as the following. (2 marks)

- a) sounds
- b) forces
- c) advertisement
- d) mechanisms

4. Choose the best option (a, b or c), according to the text. Only one answer is correct. (2 marks)

- 1. An audience will believe a speaker if...
 - a) she/he tells the truth.
 - b) she/he sounds sincere.
 - c) she/he has a lot of experience in the field.
- 2. *Pathos*...
 - a) helps the audience develop their emotions.
 - b) can convince the audience that they can win the war.
 - c) tries to convince by appealing to people’s emotions.
- 3. You will convince people to buy your soap...
 - a) if you support your argument with facts.
 - b) if you show that your company has experience.
 - c) if you combine it with *ethos*.
- 4. The most effective tool of persuasion is...
 - a) *ethos*, because you cannot persuade an audience that does not trust you.
 - b) a combination of *ethos*, *pathos*, and *logos*.
 - c) *pathos*, because human beings are most easily persuaded by emotion.

5. Answer the questions using your own words. (2 marks)

- 1. Are commercials effective in persuading you to buy their product? Why?
- 2. Do you trust your emotions? Why? How?