



ANSWERS

Raw Emotional Appeal

Direct appeal to strong emotions such as nationalism and pride

Plain Folks

The “regular people,” i.e., civilians, are being commended for “helping to win the war.” Equates hardworking, everyday people with buying war bonds.

Appeals to Identity

Encourages people to want to belong to the group of civilians “helping to win the war” and by war bonds. Equates hardworking, everyday people with buying war bonds.