


Pathos, Logos & Ethos


Pathos, logos and ethos are modes of persuasion.

Pathos
(emotion)




Persuade through emotion

Logos
(logic)



Persuade through logic and facts

Ethos
(credibility)




Persuade by establishing credentials


Analyse the following ads.

Show which mode/s of persuasion have been used and how they have been used.

**I am Bella.
I was abandoned.
I was scared, cold and hungry.
Then I was rescued by Heart Animal Shelter.**



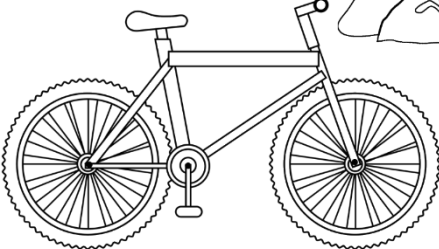
With your donation, we will be able to help more animals, just like Bella.



What will your donation do?
\$2 feed a hungry animal
\$20 house an animal
\$50 give medical care to an injured animal

**Introducing
Mountain
MONSTER 2**

Tougher than nails!



559mm wheels
Tough tyres for tough terrain
24 speeds

No limits. No rules. No fear.
Visit us to take a test ride today!