


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

Each sentence uses pathos, logos, or ethos to persuade.

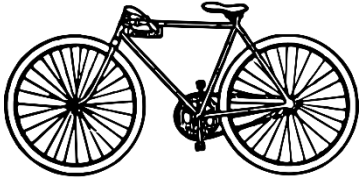
Write P, L or E to show which has been used.



Don't get left behind. Lead the pack.

Our new formula hydrates you twice as fast!


The sports drink that helped Kelly McKenna break the world record.



The only brand trusted by mountain bike champion, Julie Sanders.

Dual suspension for a smoother ride.

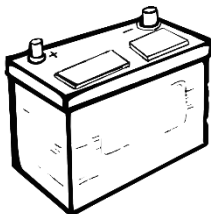
Go where others can't. Set your life free.



Now with added moisturiser.

Skin cancer kills. Look after the ones you love.

The sunscreen recommended by most skin cancer specialists.



Our reliable battery will get you home safe and sound.


The same battery used by the Ferrari team.

Comes with a 3-year warranty.

Pathos, Logos & Ethos **Answers**


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Ethos
(credibility)



Persuade by establishing credentials

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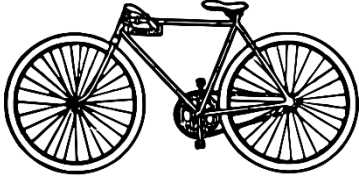
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Don't get left behind. Lead the pack. **P**

Our new formula hydrates you twice as fast! **L**

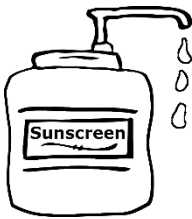
The sports drink that helped Kelly McKenna break the world record. **E**



The only brand trusted by mountain bike champion, Julie Sanders. **E**

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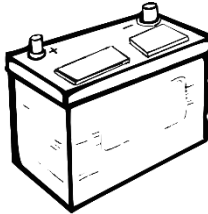
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