



# Planning an Advertisement

**Pathos**  
(emotion)




*Persuade through emotion*

**Logos**  
(logic)



*Persuade through logic and facts*

**Ethos**  
(credibility)



*Persuade by establishing credentials*

Consider how you could use pathos, logos and ethos in your advertisement.

<p><b><u>Pathos</u></b></p>	<p><b><u>Logos</u></b></p>
<p><b><u>Ethos</u></b></p>	<p><b>How will your advertisement look?</b></p>