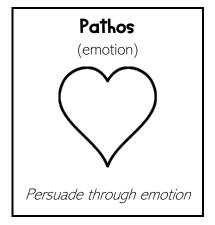
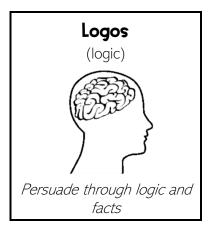
Planning an Advertisement







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

| <u>Pathos</u> | <u>Logos</u> |
|---------------|-----------------------------------|
| <u>Ethos</u> | How will your advertisement look? |