


Pathos, Logos & Ethos


Pathos, logos and ethos are modes of persuasion.

Pathos
(emotion)




Persuade through emotion

Logos
(logic)






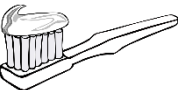


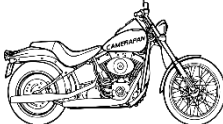
Persuade through logic and facts

Ethos
(credibility)



Persuade by establishing credentials


Sort the following by the persuasive mode used.

Pathos	Logos	Ethos
<p>It's what Michael Jordan wears to help him dominate on court.</p> 	<p>100% fat free ice cream. You don't need to feel guilty anymore.</p> 	<p>On average, people who switch to Belly Car Insurance, save \$146 every year.</p>
<p>Our antibacterial soap kills 99.9% of germs.</p>	<p>It's not just a car; it's your freedom.</p> 	<p>Got an important event? Visit us and shop where the celebrities shop.</p>
<p>9 out of 10 dentists recommend using our toothpaste.</p> 	<p>BMX star Jimmy Tatters won't ride any other brand.</p> 	<p>The Lazer laptop has a beautiful 4K ultra high-definition screen for the best quality image on the market.</p>
<p>3 months after you quit smoking, your lung function improves up to 30%.</p>	<p>Adopt, don't buy. Buying animals is killing animals.</p>	<p>Tiger Woods only trusts the Green's Golf Clubs.</p> 
<p>Children fighting for survival need your help. Donate today.</p>	<p>With the new Moto 300ZX, you'll be the king of the road.</p> 	<p>Delicious pikelets, just like nanna used to make.</p>

Pathos, Logos & Ethos Answers


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Pathos
(emotion)




Persuade through emotion

Logos
(logic)



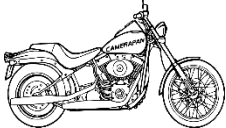

Persuade through logic and facts

Ethos
(credibility)



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