**Pathos:** an emotional appeal

Using emotions, pulling at the heartstrings, to convince/persuade someone – humans respond very strongly to emotional appeals.

Examples:

Ads with pictures of starving or wounded, poverty-stricken children, asking you to send money.

Newspaper articles convincing readers to make buildings more handicapped accessible by telling stories of how hard it is for people with handicaps to get around.
**Ethos:** an ethics/credibility appeal

An ethical appeal – to do the right thing. Or one that is based on the writer’s own trustworthiness or credibility, so readers look for some kind of credential, specific experience or professional title.

Another way to appeal to ethos is to quote someone famous.

Examples:
“As a dental hygienist, I’ve seen what infection can do. That’s why I strongly recommend flossing daily.”

“Martin Luther King Jr. believe in nonviolent protest, and I believe that as well.”
Logos: a logical appeal

Explicit, factual, logical reasons to back up an argument – logical people are persuaded by facts and information. Logos appeals use reason to back up a claim. Easy to recognize! Facts, statistics, direct information, logical claims, etc.

Examples:
“4,544 teens ages 16 - 19 were killed due to injuries caused in car crashes, therefore the driving age should be raised from 16 to 18 years.”

“Because 35.9 million people live below the poverty line in the United States, we need to find a new way of distributing wealth.”
Is this advertisement an example of pathos, ethos, or logos?

Answer: PATHOS
Is this advertisement an example of pathos, ethos, or logos?

Answer: ETHOS

Do the right thing (and pathos Sex appeal)
Is this advertisement an example of pathos, ethos, or logos?

Answer: **ETHOS** because she has star status and **PATHOS** sex appeal and **LOGOS** because it makes sense to take care of your health.
Is this advertisement an example of pathos, ethos, or logos?

Answer: LOGOS because of the statistics/info side
ETHOS because a woman’s choice is “the right thing” and PATHOS because it might not “feel right” to have men as the deciders.