Pathos, Ethos, and Logos in Action

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Ad #1**

Message:

How does it use Logos?

How does it use Pathos?

How does it use Ethos?

Is it effective in making you believe in its message? Explain.

**Ad #2**

Message:

How does it use Logos?

How does it use Pathos?

How does it use Ethos?

Is it effective in making you believe in its message? Explain.

Pathos, Ethos, and Logos in Action

**Ad #3**

Message:

How does it use Logos?

How does it use Pathos?

How does it use Ethos?

Is it effective in making you believe in its message? Explain.

**Ad #4**

Message:

How does it use Logos?

How does it use Pathos?

How does it use Ethos?

Is it effective in making you believe in its message? Explain.