What is Ethos?

Ad #2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What about this advertisement demonstrates Ethos?

What about this advertisement demonstrates Logos?

What about this advertisement demonstrates Pathos?

What is this advertisement telling me?

Is this advertisement convincing? Why or why not?

**RHETORICAL ANALYSIS: PATHOS, ETHOS, and LOGOS**

Ad #1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What about this advertisement demonstrates Ethos?

What about this advertisement demonstrates Logos?

What about this advertisement demonstrates Pathos?

What is this advertisement telling me?

Is this advertisement convincing? Why or why not?

What are the four ways to build credibility?

How can I build ethos in an essay? A speech?

What is Logos?

What are some examples of logical appeals?

What is Pathos?

How can I evoke emotion through word, picture, and my characterization of the competition?