IDENTIFYING PATHOS, ETHOS, and LOGOS

	PATHOS	ETHOS	LOGOS
Advertisement Name:			
Advertisement Name:			
Advertisement Name:			

PATHOS: Focusing on making others have a strong emotion (happy, sad, fearful, concerned)

ETHOS: Focusing on being trustworthy and reliable. ("I've been there before." "I have experience.")

LOGOS: Focusing on facts and numbers. ("4 out of 5 users lost weight with this product.")