

## Ethos - Pathos - Logos

### BEFORE YOU BEGIN, DO THE FOLLOWING

1. Click on file; then click “make a copy.”
  2. Rename document to: *Classperiod.EPL.Lastname Firstinitial*
  3. Share document to: [EAEnglishNenni@gmail.com](mailto:EAEnglishNenni@gmail.com)
  4. Research ethos, pathos, and logos and answer the questions below.
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### ETHOS

1. Define **ETHOS**.
2. How is **ETHOS** used in advertising?
3. Find a YouTube clip or print advertisement that is an example of **ETHOS**. Copy and paste the link below.
4. Explain **HOW** that link is an example of **ETHOS**.

### PATHOS

1. Define **PATHOS**.
2. How is **PATHOS** used in advertising?
3. Find a YouTube clip or print advertisement that is an example of **PATHOS**. Copy and paste the link below.

4. Explain HOW that link is an example of **PATHOS**  
**LOGOS**

1. Define **LOGOS**.

2. How is **LOGOS** used in advertising?

3. Find a YouTube clip or print advertisement that is an example of **LOGOS**. Copy and paste the link below.

4. Explain HOW that link is an example of **LOGOS**.