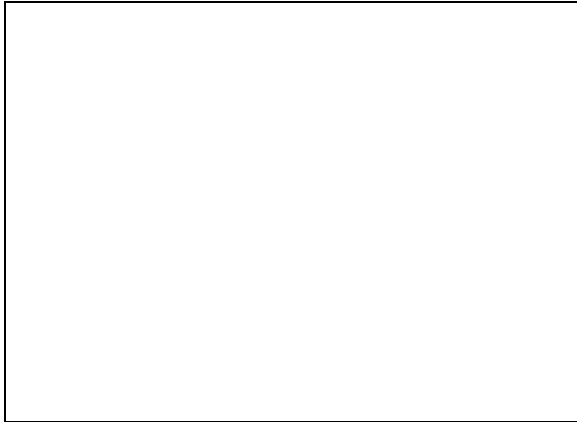


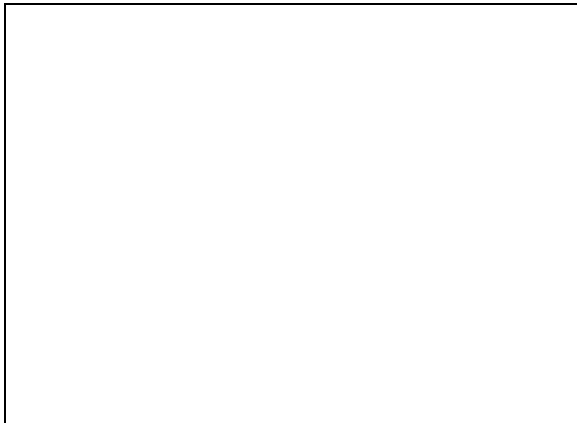
Name _____

Advertising and Persuasion

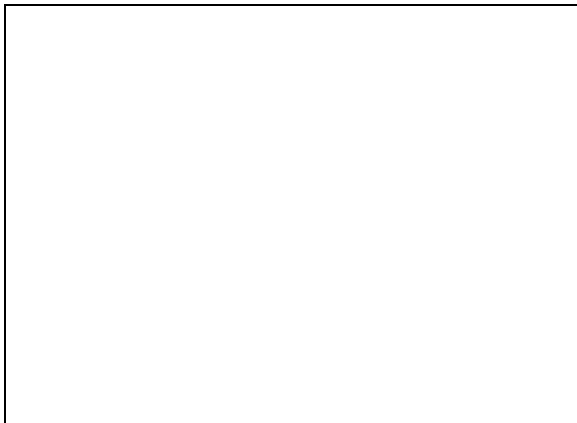
Find an example of each rhetorical device, **ethos**, **pathos**, and **logos**, in advertisements. Draw a picture of each product, then briefly describe how the ad uses ethos, pathos, or logos.



ETHOS Example



PATHOS Example



LOGOS Example
