

Name _____

Ethos, Pathos, Logos

Circle the Appeal Answer Key

1. **E** – Ethos (firefighter's experience = credibility)
2. **P** – Pathos (fear for children's future = emotion)
3. **L** – Logos (study results = evidence)
4. **E** – Ethos (endorsement by universities = credibility)
5. **P** – Pathos (feeling of pride = emotion)
6. **L** – Logos (laboratory data = logic)
7. **E** – Ethos (speaker's community/business background = credibility)
8. **P** – Pathos (abandoned animals = emotion)
9. **L** – Logos (traffic study = logic/evidence)
10. **E** – Ethos (teaching career = credibility)