

Rhetorical Appeals: Ethos, Pathos, Logos

Name: _____ Date: _____

LEARNING OBJECTIVE

Students will identify ethos, pathos, and logos in a real advertisement.

MATERIALS NEEDED

- a printed or hand-drawn advertisement (magazine ad, cereal box, or an ad you sketch from memory)
- colored pencils
- notebook paper

HANDS-ON ACTIVITY

1. Find one advertisement around the house (cereal box, product label, magazine, or flyer) or sketch one from memory including its slogan.
2. Using 3 different colored pencils, circle or underline any part of the ad that appeals to credibility (ethos), emotion (pathos), or logic/facts (logos) — one color per appeal, and make a color key.
3. Count how many examples of each appeal you found and record the totals.
4. Design your own mini ad (in the space below) for a product of your choice that uses all three appeals at least once.

QUESTIONS

1. Define ethos, pathos, and logos in your own words.

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2. Which appeal did your chosen ad use the most, and give one example from the ad.

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3. Describe how you used ethos in the mini ad you designed.

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4. Why do advertisers usually combine more than one appeal instead of using just one?
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