

IDENTIFY

ANSWER KEY

PERSUASIVE LANGUAGE

ETHOS, PATHOS & LOGOS

in advertising

For each of the following extracts from advertisements, identify how *ethos*, *pathos* or *logos* is being used.

1 **All True Make-Up:**
Because You Deserve The Best.

1) This advertisement uses PATHOS as it is appealing to the emotions of the consumers. More specifically, it is appealing to their sense of self-worth and makes them feel deserving and valuable ('best').

2 **MACARONNI CHEESE**
Just the way mom makes it

2) Here is an example of PATHOS as it appeals to the feeling of nostalgia & comfort by mentioning that it is like a mom-cooked meal. It could also be an example of ETHOS in that it is claiming to be trustworthy by nature of the fact that it is the way your mother makes it.

3 **Butterlys' Knives:**
The Professional Choice

3) This is an example of ETHOS as the advertiser is claiming that their product is chosen by professionals. Therefore, it seems trustworthy and credible.

4 **4 OUT OF 5 PEOPLE
CHOOSE VITALISE FOR
EFFECTIVE PAIN RELIEF**

4) LOGOS is clearly used here as the advertiser has used statistics and fact to try to persuade the consumer that their product is the rational choice.

5 **Dynamite
Security**
WE KEEP YOUR FAMILY SAFE

5) PATHOS is used here as the advertiser is appealing to the consumers' sense of responsibility for their family, and their desire to keep them safe and secure.

6 **SHINEYWHITE MOUTHWASH**
Recommended by dentists

6) This is an example of ETHOS as the advertiser is claiming that dentists, who are specialists in tooth care, recommend their product. Therefore, it adds credibility to their product.

7 **If you want value for money, then buy
KING'S ALLSOFT
TOILET PAPER**

7) Here the advertiser has used LOGOS. By using the "if this... then this..." form, they are inferring a logical and rational argument. It follows that their product is the best value for money; therefore if that is what you want, their product is the logical, rational choice.

Answer Key Suceat 2014

Christian G. Meyer

A red circular graphic with a gradient, appearing as a semi-circle or a partial circle, located to the right of the author's name.

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