

# 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.

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**Tao Wei**



**Aiats10 2014 Answer Key:**

Eventually, you will certainly discover a new experience and carrying out by spending more cash. yet when? do you tolerate that you require to get those every needs bearing in mind having significantly cash? Why dont you try to get something basic in the beginning? Thats something that will guide you to comprehend even more something like the globe, experience, some places, next history, amusement, and a lot more?

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## **Table of Contents Aiats10 2014 Answer Key**

1. Understanding the eBook Aiats10 2014 Answer Key
  - The Rise of Digital Reading Aiats10 2014 Answer Key
  - Advantages of eBooks Over Traditional Books
2. Identifying Aiats10 2014 Answer Key
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Aiats10 2014 Answer Key
  - User-Friendly Interface
4. Exploring eBook Recommendations from Aiats10 2014 Answer Key
  - Personalized Recommendations
  - Aiats10 2014 Answer Key User Reviews and Ratings
  - Aiats10 2014 Answer Key and Bestseller Lists

5. Accessing Aiats10 2014 Answer Key Free and Paid eBooks
  - Aiats10 2014 Answer Key Public Domain eBooks
  - Aiats10 2014 Answer Key eBook Subscription Services
  - Aiats10 2014 Answer Key Budget-Friendly Options
6. Navigating Aiats10 2014 Answer Key eBook Formats
  - ePub, PDF, MOBI, and More
  - Aiats10 2014 Answer Key Compatibility with Devices
  - Aiats10 2014 Answer Key Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Aiats10 2014 Answer Key
  - Highlighting and Note-Taking Aiats10 2014 Answer Key
  - Interactive Elements Aiats10 2014 Answer Key
8. Staying Engaged with Aiats10 2014 Answer Key
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Aiats10 2014 Answer Key
9. Balancing eBooks and Physical Books Aiats10 2014 Answer Key
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Aiats10 2014 Answer Key
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Aiats10 2014 Answer Key
  - Setting Reading Goals Aiats10 2014 Answer Key
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Aiats10 2014 Answer Key
  - Fact-Checking eBook Content of Aiats10 2014 Answer Key
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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