





# Pathos:

Pathos is trying to persuade people with their emotions. They show or talk about something sad, or something that will affect them emotionally and makes the people want to do whatever was said, like an animal abuse adoption commercial, or drug abuse and finding help.

Example: "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"

# Ethos:

Ethos is the building of credibility and giving guarantees and past experiences that are sure to help people decide. The person who is advertising might have a professional give details of the product or be the spokes person, someone like this might be a doctor or someone of authority.

Example: "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."



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## Logos:

Persuasion by giving logic and facts. The persuaders show facts to give consumers reason to purchase their product.

Example: "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."

