Ethos, Pathos, or Logos?

What appeal are advertisers using to get you to buy their product?
Objective:

- As you view each advertisement that comes up on the screen, decide if it’s appealing to your sense of ethos, pathos, or logos.
- Write/log your answers on the document handed out to you as the slide show continues.
Review: Ethos, Pathos, and Logos

AS YOU ANALYZE THE ADVERTISEMENTS:

- Ethos: Is it Ethical?
- Pathos: Does it make you feel a strong emotion?
- Logos: Does it make you use your sense of reason?
Ethos

- *Ethos*: Ethics
- To make the audience decide **right or wrong** about what is being presented to it
- Political issues, national beliefs, religious issues, etc…
- Typically has contrasting colors symbolizing the difference between good and evil.
Pathos

- *Pathos*: Emotion
- To make the audience **feel** something about what is presented to it
- Children, animals, illness, memories, etc…
- “Tugs at your heart strings”
Logos

• *Logos*: Logic
• To make the audience *think* about what is presented to it
• Statistics, facts, authorities, etc…
• Very straightforward, and not “fluff”. It has a very scientific, factual approach.
Can some advertisements have more than one appeal?

• Yes! The more appeals used in an ad the more likely the consumer is to connect with it.

• For the case of this lesson, pick the MOST emphasized appeal used in each ad to write onto your sheet.
MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.
One promise, two sisters.

Our promise is to save lives and end breast cancer forever.
ETHOS, PATHOS, OR LOGOS?

YOU'RE RUNNING
BECAUSE YOU WANT THAT RAISE,
TO BE ALL YOU CAN BE.
BUT IT'S NOT EASY
WHEN YOU
WORK
SIXTY HOURS A WEEK
MAKING SNEAKERS IN AN
INDONESIAN FACTORY
AND YOUR FRIENDS
DISAPPEAR
WHEN THEY
ASK FOR A RAISE.
SO THINK
GLOBALLY BEFORE YOU DECIDE
IT'S SO COOL
TO WEAR

NIKE
LEAN BEEF'S ACTUALLY LOWER IN FAT THAN YOU THINK. MAKES YOU WONDER ABOUT EATING ALL THAT SKINLESS CHICKEN, DOESN'T IT?

THE FACT IS, LEAN BEEF HAS ONLY ONE MORE GRAM OF SATURATED FAT THAN A SKINLESS CHICKEN BREAST, AND SIX TIMES MORE ZINC, THREE TIMES MORE IRON AND EIGHT TIMES MORE VITAMIN B12. SO YOU CAN EAT HEALTHY, AND IT DOESN'T TASTE LIKE IT.
Teaching Children To Hate Will Never Lead To Peace.

Hamas, Hezbollah and Islamic Jihad... Change Your Charters and Your Future.

Israel Seeks A Partner For Peace.
Why you’ll love a Mac.

Why upgrade to Vista when you can upgrade past it?

If upgrading to Vista means buying a new computer, there’s a better way: get a Mac. It’s simpler, more powerful, and a lot more fun.
Ethos, Pathos, or Logos?


AMERICANS STAND UNITED
The Surgeon General warns that smoking is a frequent cause of wasted potential and fatal regret.
bite me.

"I used to hunt all night for something to sink my teeth into, now I grab a bag of popchips. It was love at first bite."

Katy Perry

think popped!
never fried. never baked.
There are some things you just can’t afford to gamble with.

When you get a cavity, there’s no second chance.
That’s why it’s important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.
It’s a point that’s made rather dramatically when you consider that Crest has prevented 523 million cavities since its introduction in 1955.

There are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.

The dentists’ choice for fighting cavities.
on with the TRADITION

...of SPREADING CHEER

This small gesture of holiday cheer is a gift to you. Now it's your turn...
Consuming the Earth is consuming our future.
Nothing Will Ever Be the Same.

Smoking gave me throat cancer at 39. Now I breathe through a hole in my throat and need this machine to speak.

— Rosalio Martinez

QUIT SMOKING TODAY
FOR HELP CALL 311

The New York City Department of Health and Mental Hygiene, Michael R. Bloomberg, Mayor, Thomas R. Frieden, M.D., M.P.H., Commissioner

NYC Health