

IDENTIFYING 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

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

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

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

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

6 **SHINEYWHITE MOUTHWASH**
Recommended by dentists

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