## LABEL THE MODES OF PERSUASION

## Practise identifying Ethos, Pathos and Logos using these statements. Write the mode of persuasion in the correct column. ©

Statement	Mode of Persuasion
Tiger Woods endorses Diet Coke.	
PANTENE STRONG IS TAKING THE REST.  A room on a time continue of an	
A magazine advertisement shows people smiling while	
smoking cigarettes.	
Advil Liquid Gel capsules give up to eight hours of continuous pain relief.	
1.6 MILLION! An estimated 16 million smokers LTfeCt to gut due to the Tios campaign.  300,000+  More than 300,000 years of life were added to the U.S. Population.	
A commercial contains an image of happy people driving a new Corvette.	
Tones and I in magazine advertisement for Spotify.	
A child is shown crying with mosquito bites all over his body.	
Animals need your help.  Adopt a pet from your local shelter.	