



**RHETORICAL
APPEALS**

**ETHOS
PATHOS
LOGOS**

INTRODUCTION TO RHETORICAL APPEALS

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WORKSHEET](#)



PATHOS

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ETHOS

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LOGOS



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CAN YOU IDENTIFY LOGOS, ETHOS, AND PATHOS?



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VISUAL RHETORIC



**YOU WOULDN'T EAT 22
PACKS OF SUGAR. WHY ARE
YOU DRINKING THEM?**

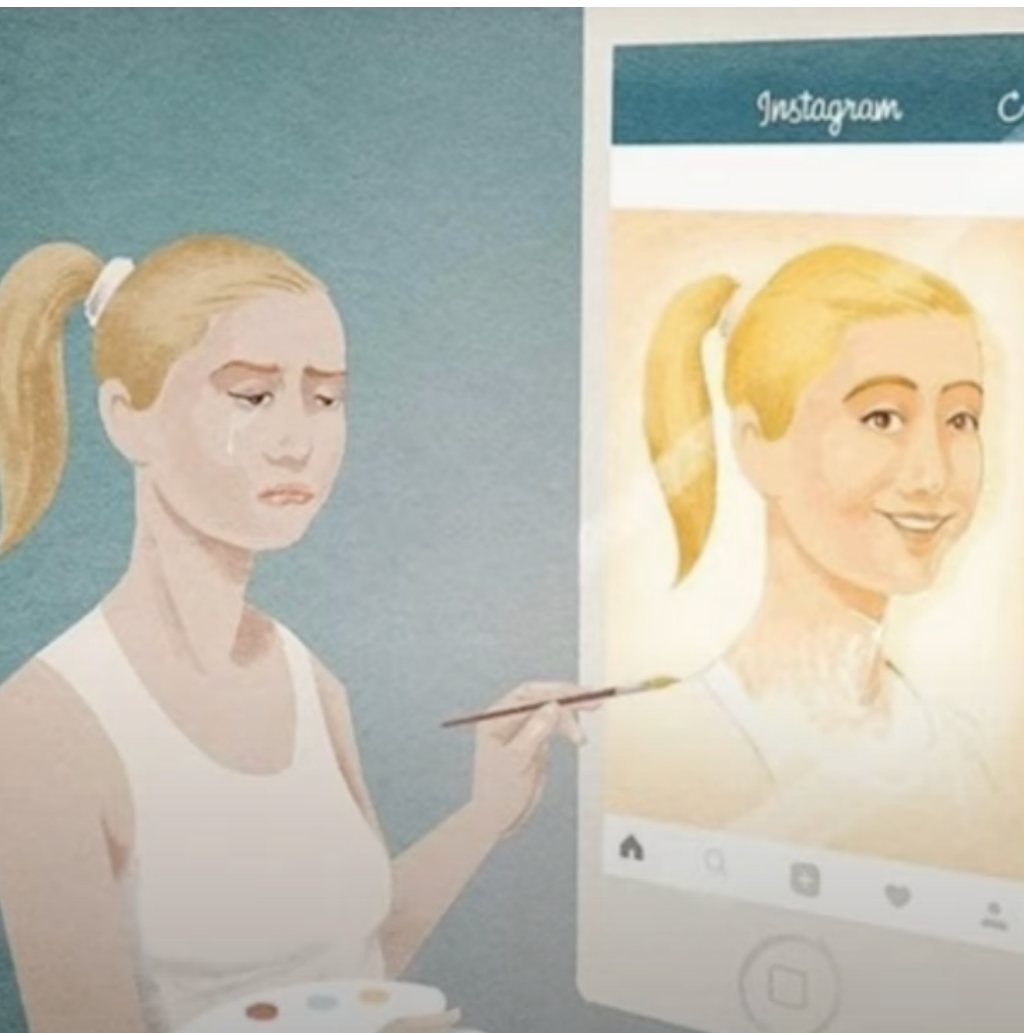
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VISUAL RHETORIC #2

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CAN YOU SELL THIS PEN FOR
\$100?

Ethos
Pathos
Logos



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