**ETHOS**

**An argument constructed
based on ethics.**

**An argument constructed based on the credibility of the person making the argument.**

**An ad for sports
equipment featuring a professional athlete.**

**This toothbrush is recommended by 4 out of 5 dentists.**

**An argument based on
reasoning or logic.**

**LOGOS**

**If x + 5 = 12, then x = 7.**

**One in four Oklahomans
has a bachelor's degree.
Therefore, most Oklahoma college students are first-generation college graduates.**

**Studies show that this soup
is 15% more healthy than competing brands.**

**An ad for an animal
charity that shows videos of
mistreated puppies.**

**PATHOS**

**Please donate to our cause today, so we can feed the children.**

**Act now, before it’s too late!**

**An argument that elicits an emotional response.**