

An ad for sports equipment featuring a professional athlete.

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

ETHOS

An argument constructed based on ethics.

This toothbrush is recommended by 4 out of 5 dentists.

An argument based on reasoning or logic.

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

LOGOS

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

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

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

An argument that elicits an emotional response.

PATHOS

Act now, before it's too late!

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