Ethos, Pathos, or Logos?

What appeal are advertisers using to get you to buy their product?
ETHOS, PATHOS, and LOGOS

- AS YOU ANALYZE THE ADVERTISEMENTS:
  - Ethos: Is it Ethical?
  - Pathos: Does it make you feel a strong emotion?
  - Logos: Does it make you use your sense of reason?
Ethos

- *Ethos*: Ethics
- To make the audience decide **right or wrong** about what is being presented to it
- Political issues, national beliefs, religious issues, etc...
- Typically has contrasting colors symbolizing the difference between good and evil.
Pathos

- *Pathos*: Emotion
- To make the audience *feel* something about what is presented to it
- Children, animals, illness, memories, etc...
- “Tugs at your heart strings”
Logos

- *Logos*: Logic
- To make the audience **think** about what is presented to it
- Statistics, facts, authorities, etc…
- Very straightforward, and not “fluff”. It has a very scientific, factual approach.
Can some advertisements have more than one appeal?

- Yes! The more appeals used in an ad the more likely the consumer is to connect with it.
- For this activity, please note which persuasive appeal (ethos, logos, or pathos) is the PREDOMINANT technique used and explain why briefly (in a few words)
- You can add your response in an annotation in GoodReader
ETHOS, PATHOS, OR LOGOS?

Michelin. Because so much is riding on your tires.

At Michelin, we are guided by a single overriding concept: first one set of characters on paper, the most demanding performance you can put on your car.

That is why we make our own steel for our steel-belted tires. Why each tire model is so rigorously tested in the development stage, and then tougher in the testing of those steel-belted tires.

That is why Michelin performs such rigorous tests. And that is why we rely on Michelin.

Though you may find as many Michelin buyers as there are buyers, they end up putting less on their own.
Ethos, Pathos, or Logos?

“Political Scientist Says Allen Used Racial Slur”
-USA Today, 9/26/06

“The ‘Macaca’ Gaffe”
-Richmond Times Dispatch, 9/17/06

“Allen Didn’t Report Stock Options”
-AP, 10/6/06
One promise, two sisters.

Our promise is to save lives and end breast cancer forever.
Ethos, Pathos, or Logos?

YOU’RE RUNNING
BECAUSE YOU WANT THAT RAISE,
TO BE ALL YOU CAN BE.
BUT IT’S NOT EASY
WHEN YOU
WORK
SIXTY HOURS A WEEK
MAKING SNEAKERS IN AN
INDONESIAN FACTORY
AND YOUR FRIENDS
DISAPPEAR
WHEN THEY
ASK FOR A RAISE.
SO THINK
GLOBALLY BEFORE YOU DECIDE
IT’S SO COOL
TO WEAR
NIKE
Ethos, Pathos, or Logos?

LEAN BEEF’S ACTUALLY LOWER IN FAT THAN YOU THINK. MAKES YOU WONDER ABOUT EATING ALL THAT SKINLESS CHICKEN, DOESN’T IT?

THE FACT IS, LEAN BEEF HAS ONLY ONE MORE GRAM OF SATURATED FAT THAN A SKINLESS CHICKEN BREAST. AND SIX TIMES MORE ZINC, THREE TIMES MORE IRON AND EIGHT TIMES MORE VITAMIN B12. SO YOU CAN EAT HEALTHY, AND IT DOESN’T TASTE LIKE IT.

BASED ON USDA DATA USING THE AVERAGE OF 5 OZ. COOKED SERVINGS OF EYE ROUND ROAST, TOP ROUND STEAK, TOP SHOULDER STEAK, BONELESS SHOULDER POT ROAST, ROUND TIP ROAST AND SHOULDER STEAK COMPARED TO 5 OZ. COOKED SERVINGS OF BONELESS, SKINLESS CHICKEN BREAST. FUNDED BY AMERICA’S BEEF PRODUCERS.
Ethos, Pathos, or Logos?

Teaching Children To Hate Will Never Lead To Peace.

Hamas, Hezbollah and Islamic Jihad... Change Your Charters and Your Future.

Israel Seeks A Partner For Peace.

Learn More at BrandWithUs.com
Ethos, Pathos, or Logos?

Why you’ll love a Mac.

Why upgrade to Vista when you can upgrade past it?

If upgrading to Vista means buying a new computer, there’s a better way: get a Mac. It’s simpler, more powerful, and a lot more fun.

I’m a PC. I’m a Mac.
Ethos, Pathos, or Logos?
GRAB LIFE BY THE HORDS

DODGE

IT’S ANYTHING BUT CUTE.
Ethos, Pathos, or Logos?

The Surgeon General warns that smoking is a frequent cause of wasted potential and fatal regret.
Ethos, Pathos, Logos?

There are some things you just can’t afford to gamble with.

When you get a cavity, there’s no second chance.

That’s why it’s important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.

It’s a point that’s made rather dramatically when you consider that Crest has prevented 525 million cavities since its introduction in 1955.

There are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.

The dentists’ choice for fighting cavities.
Ethos, Pathos, or Logos?
The End!

- Your **assignment right now** is to search the internet for a (school appropriate!) advertisement that displays either ethos, logos, or pathos.
- Open the image to its full-screen size.
Ad Analysis

- Leave your iPad on your desk with the ad open
- I will assign you a number (1-29)
- You and one other person will analyze 7 ads.
- Complete the following for each:
  - The # & Name of “product” being advertised
    - A: Intended Audience
    - B: Spokesperson (if there is one)
    - C: Purpose of advertisement
    - D: Type of persuasive appeals-briefly explain
FOR EXAMPLE: Ad Analysis

- #1: Michelin Tires
- Little Baby
- Don’t skimp on the important stuff, we need good tires our families depend on it.
- Pathos (little babies are cute and we want them to live)