

**RHETORICAL
DEVICES:
PATHOS,
LOGOS &
ETHOS
ENGLISH 11**

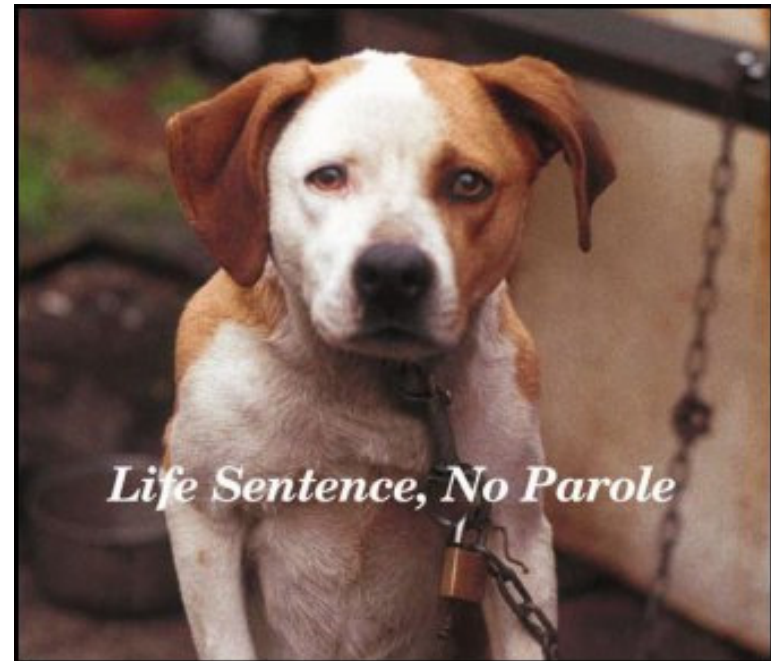
Pathos: an emotional appeal

Using emotions, pulling at the heartstrings, to convince/persuade someone – humans respond very strongly to emotional appeals.

Examples:

Ads with pictures of starving or wounded, poverty-stricken children, asking you to send money.

Newspaper articles convincing readers to make buildings more handicapped accessible by telling stories of how hard it is for people with handicaps to get around.



Ethos: an ethics/credibility appeal

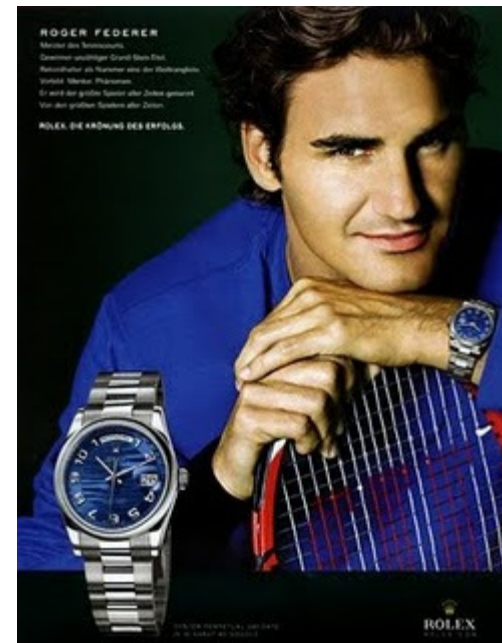
An ethical appeal – to do the right thing. Or one that is based on the writer’s own trustworthiness or credibility, so readers look for some kind of credential, specific experience or professional title.

Another way to appeal to ethos is to quote someone famous.

Examples:

“As a dental hygienist, I've seen what infection can do. That's why I strongly recommend flossing daily.”

“Martin Luther King Jr. believe in nonviolent protest, and I believe that as well.”





Does Your Husband Look Younger than You do?

You may side-step the tragedy that overtakes so many wives . . .

Glance about among your friends. How many of the wives look older than their years . . . and tragically older than their husbands?

Unfair though it may be, the tiny lines, the trace of wrinkles, the loss of skin tone and color, matter very little in the measure of a man's attractiveness . . . but they can make a heart-breaking difference in a woman's.

Yet thousands of women over thirty have learned to stop living by the calendar. They have found a way to deny the years . . . to combine the poise of maturity with a fresher, radiantly confident younger look. Their secret lies in the daily use of a famous cream—

Dorothy Gray Cellogen Cream. And it can help you side-step the tragedy of the middle years.



A natural way to look younger after 30

Noted specialists have proved that estrogenic hormones applied to the skin can help women look younger. And the hormones in Cellogen Cream are natural substances, working in the most natural way in the world to counteract the effects of the gradual loss of your own beautifying hormones. They literally get under your skin . . . work from beneath to "pump up" dismayed lines and wrinkles, give skin a softer, fresher, *truly younger* look.



Happy results reported by women everywhere. Thousands have written gratefully to Dorothy Gray, reporting actual results of Cellogen Cream. Here is a typical comment: "After using one jar of Cellogen Cream, my skin appeared much softer and smoother, the lines were less noticeable . . . my complexion appeared much more youthful and supple."



CELOGEN CREAM. Every ounce contains 10,000 International Units of natural estrogenic hormones. Smooth Cellogen Cream into your face faithfully every night, leaving on overnight when possible. Very soon you'll see results reflected in your own mirror . . . and in your husband's look of renewed interest.
\$3.50 and \$5.00 plus tax.

CELOGEN LOTION . . . companion to Cellogen Cream, with the same active hormone ingredient. Smooth over neck, hands, elbows; use as a powder base for effective 24-hour treatment.
\$5.00 plus tax.

HORMONE HAND CREAM. A silky vanishing cream containing both hormones and emollients . . . ideal for telltale hands. Use daily.
\$2.00 plus tax.



DOROTHY GRAY SALON

445 Park Avenue, New York 22, New York

Visit the Dorothy Gray Salon and let our salon experts demonstrate the famous Dorothy Gray beauty methods. Or call PLaza 5-6110 for an appointment.

Is this advertisement an example of pathos, ethos, or logos?

Answer: PATHOS

Is this advertisement
an example of
pathos, ethos, or
logos?

Answer: ETHOS

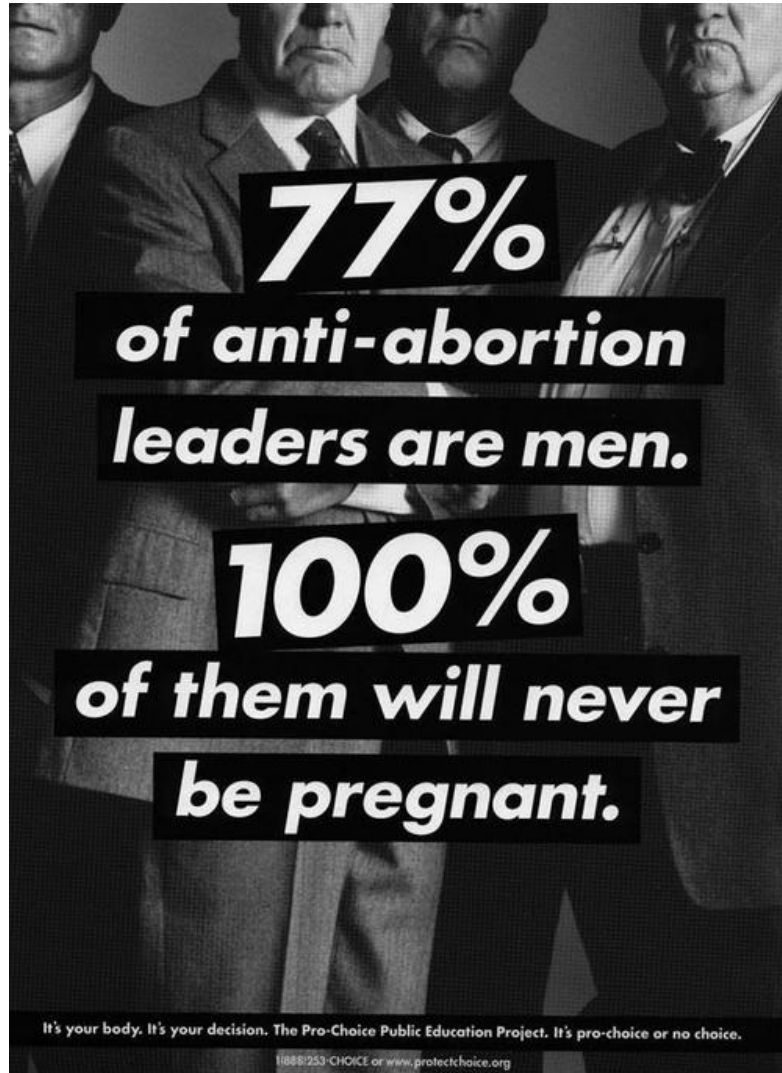
Do the right thing **(and
pathos** Sex appeal)





Is this advertisement
an example of
pathos, ethos, or
logos?

Answer: ETHOS
because she has star status
and **PATHOS** sex appeal
and **LOGOS** because it
makes sense to take care of
your health



Is this advertisement
an example of
pathos, ethos, or
logos?

Answer: LOGOS because
of the statistics/info side
ETHOS because a woman's choice
is "the right thing" and **PATHOS**
because it might not "feel right" to
have men as the deciders