C:\Users\Bronwen\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3Q1SY8OS\MC900186162[1].wmf**Persuasive Techniques**

There are *three basic* *persuasive techniques*. They are used in *advertising* and in *writing*. They are: **pathos**, **logos**, and **ethos.**

**Pathos**: *an appeal to emotion*

An advertisement using **pathos** will attempt to evoke an emotional response in the consumer. Sometimes it is a positive emotion such as happiness: *an image of people enjoying themselves while drinking Pepsi.* Other times, advertisers will use negative emotions such as pain: *a person having back problems after buying the “wrong” mattress*. Pathos can also include emotions such as fear and guilt: *images of a starving child persuade you to send money.*

**Logos***: an appeal to logic or reason*

An advertisement using **logos** will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the “straight facts” about the product*: One glass of Florida orange juice contains 75% of your daily Vitamin C needs*.

**Ethos**: *an appeal to credibility or character*

An advertisement using **ethos** will try to convince you that the company is more reliable, honest, and credible: therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as *nine out of ten dentists agree that Crest is better than any other brand* or *Americas dieters choose Lean Cuisine*. Often, a celebrity endorses a product to lend it more credibility: *Katy Perry makes us want to switch to T-Mobile*.

*Practice labeling pathos, logos or ethos by placing P, L, or E in the blank:*

\_\_\_\_ A child is shown covered in bug bites after using an inferior bug spray.

\_\_\_\_ Tiger Woods endorses Nike.

\_\_\_\_ Sprite Zero is 100% sugar-free.

\_\_\_\_ A 32-oz. bottle of Tide holds enough to wash 32 loads.

\_\_\_\_ A commercial shows an image of a happy couple riding in a Corvette.

\_\_\_\_ Cardiologists recommend Ecotrin more than any other brand of aspirin.

\_\_\_\_ Advil Liqui-Gels provide up to 8 hours of continuous pain relief.

\_\_\_\_ Miley Cyrus appears in an Oreo advertisement.

\_\_\_\_ A magazine ad shows people smiling while smoking cigarettes.

\*Adapted from Read, Write, Think.

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**Ethos (ethical appeals)**

**Logos (logical appeals)**

Facts

Reasons

Expert Testimony



**Pathos (emotional appeals)**

Word Strong word choice

Connotations

Personal Experience Repetition

Direct Address to Audience

Qualifications Credibility

Objectivity