

Instructions: Read the following examples and identify whether they appeal to ethos, pathos, or logos. Write your answer (E for ethos, P for pathos, L for logos) next to each example.

1. "As a doctor with over 20 years of experience, I can assure you that this medicine is safe and effective." Answer: _____
2. "Imagine a world without clean water. Think about the children who have to walk miles each day just to get a sip of dirty water." Answer: _____
3. "Studies show that regular exercise can reduce the risk of heart disease by up to 50%." Answer: _____
4. "Our company has been in business for over 100 years and has a proven track record of delivering quality products." Answer: _____
5. "Every time you buy a product from our company, you're supporting local farmers and sustainable agriculture." Answer: _____
6. "Based on the evidence and data presented, it is clear that climate change is a real and pressing issue that requires immediate action." Answer: _____
7. "As a mother, I understand the importance of keeping our children safe. That's why I'm advocating for stricter gun control laws." Answer: _____
8. "The feeling of the warm sun on your skin and the sound of waves crashing on the beach is something that everyone should experience." Answer: _____

9. "If we don't take action now to reduce our carbon emissions, future generations will inherit a planet that is uninhabitable." Answer: _____
10. "With our new and improved formula, you'll never have to worry about bad breath again. Our product is dentist recommended and clinically proven to work." Answer: _____

(Answers on Next Page)

Answers:

1) E

2) P

3) L

4) E

5) P

6) L

7) E

8) P

9) L

10)E