**Ethos, Pathos, Logos and PSA Print Ad Notes**

Do Now: Pizza Persuasion

Notes on Ethos, Logos, Pathos

Ethos Definition –

Ethos Example –

Pathos Definition –

Pathos Example –

Logos Definition –

Logos Example –

Braveheart Ethos, Pathos, Logos:

PSA Print Ad Predictions

Analyzing Images and Text in PSA Print Ads

Ad 1:

Ad 2:

Ad 3:

Ad 4: