**Appeals in Advertisements**

*Persuading an Audience…*

**TO BUY (find an advertisement online and describe it here):**

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| --- | --- | --- |
| **IDENTIFY EXAMPLES OF THE THREE APPEALS** | | |
| **Ethos** | **Pathos** | **Logos** |
|  |  |  |
| Which appeals stands out the most and why? (2-3 complete sentences). | | |

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