

Name:

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**Items Analyzed:**

<b>Ethos</b>  Ethos is appeal based on the character of the speaker. An ethos-driven document relies on the reputation of the author.	<b>Logos</b>  Logos is appeal based on logic or reason. Documents distributed by companies or corporations are logos-driven. Scholarly documents are also often logos-driven.	<b>Pathos</b>  Pathos is appeal based on emotion. Advertisements tend to be pathos-driven.