

ETHOS

An appeal
via credibility

Involves
trusted sources

e.g. Political Figures
Information Networks
Newspapers,
etc.

PATHOS

An appeal
to emotions

Targets one's
empathy

e.g. Guilt-Tripping
"Cute" or vulnerable
depictions

LOGOS

An appeal to
logical thinking

Targets one's
reasoning

e.g. if $A = B$,
 $B = C$, then that
means $A = C$

GED0001 | Triangle of Rhetoric

Submitted by

Geronimo, Matt Gabriel A.

Ethos

Colgate's Active Salt Toothpaste Advertisement (2017)

<https://youtu.be/HRZ2uccNVfo>

- Appeals through showing its selling points and high rating
- Appeals through having a professional recommend the product
 - The phrase "9 out of 10 dentists recommend Colgate" reinforces this

Pathos

Jollibee's Yumburger Advertisement (2023)

<https://youtu.be/zNXGghOWZGY>

- Appeals through food and temptation/hunger
- Other similar ads for food/restaurants depict the many customers having an enjoyable experience

Logos

Samsung Philippines' Galaxy Z Fold5 Advertisement (2023)

<https://youtu.be/XdOHofr7ZLU>

- Appeals to possible users through showing practicality.
- In this case, practicality via how portable the product is despite the size of its' screen.