Ethos: There’s some credibility since this is from the Department of Health and Human Services.

Pathos: Single Mom w/ two kids, you must take the vaccine to protect your family.

Logos: Assuming people already know that people know about the vaccine, and it doesn’t have information on it.

Kairos: “Appeals to the crossroads between your family dying and not dying” [1]

Strategies: Fear & Guilt Tactics

Audience: Vaccine Hesitant

Message: Get Vaccinated, and protect family

Writer: The Government

[1] S Mayer Zu Erpen, October 18, 2021, DOI: 7

Title: Protecting your family starts with you