**Jigsaw Activity**

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|  | **Ethos** | **Pathos** | **Logos** | **Kairos** |
| What is the derivation of this word? What are some words in English that come from this term? |  |  |  |  |
| One sentence summary of this appeal. |  |  |  |  |
| Think of a TV commercial, radio advertisement, or billboard that uses this kind of appeal. What is it and why is it an example of this appeal? |  |  |  |  |