To: Professor Ilan Mitchell-Smith

From: Joseph Okonoboh

Subject: Three commercials using ethos, pathos, and logos

Date: June 04, 2015

**Purpose**

Give an example of three commercials wherein each of them chiefly makes use of one of Pathos, Ethos, and Logos.

* **Ethos**

**Description:** Dr. Oz speaks about spider veins and excess weight.

URL: <https://www.youtube.com/watch?v=mmoQeXT8l5g>

* **Pathos**

**Description:** Video about animal cruelty.

URL: <https://www.youtube.com/watch?v=pGMiCpwZtfs>

* **Logos**

**Description:** A Gatorade commercial that uses athletes to show that hard work pays off.

URL: <https://www.youtube.com/watch?v=XCoDKY18jMg>