**Logos**

Also known as:

Definition:

Example:

**Ethos**

Also known as:

Definition:

Example:

**Pathos**

Also known as:

Definition:

Example:

**Tone**

Also known as:

Definition:

Example:

**Style**

Also known as:

Definition:

Example:

**Rhetoric**

Also known as:

Definition:

Example:

Persuasive Techniques 1/2