Ethos, Pathos, Or Logos?

"More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss.”

"As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."

"They’ve worked against everything we’ve worked so hard to build, and they don’t care who gets hurt in the process. Make no mistake, they’re the enemy, and they won’t stop until we’re all destroyed."

"My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor."

"You don’t need to jump off a bridge to know that it’s a bad idea. Why then would you need to try drugs to know if they’re damaging? That’s plain nonsense."

"There’s no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night.”

"Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best."

"Better men than us have fought and died to preserve this great nation. Now is our turn to return the favor. For God and country, gentlemen!"