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## **HEALTHY DRINK PERSUASION**

| THE DRINK   |  |  |  |
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| <b>EXAMPLES OF ETHOS:</b> MAKING THE AUTHOR SEEM LIKE AN EXPERT.    |  |  |  |
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| <b>EXAMPLES OF PATHOS</b> : USING EMOTION TO CONVINCE THE AUDIENCE. |  |  |  |
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| <b>EXAMPLES OF LOGOS:</b> USING LOGIC TO CONVINCE THE AUDIENCE.     |  |  |  |
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