***Jamie Oliver: Teach Every Child About Food***

**Ethos**: Writer/Speaker’s Image (credibility, and trustworthiness)

Speaker

Message Audience

**Logos**: Appeal to logic (facts, data, stats, expert opinion, laws, deductive reasoning, anecdotes etc.)

**Pathos**: Appeal to emotion (loaded language, patterns in diction, tone, imagery, figurative language, anecdotes etc.)

"Jamie Oliver: Teach Every Child About Food." *TED: Ideas Worth Spreading*. TED Conferences, LLC, Feb. 2010. Web. 03 Feb. 2014.

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