**Unit 9 Activity 9.2**

**Identifying the Framework**

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|  | **Text 1 (research paper)** | **Text 2 (About Page)** | **Text 3 (Ad)** |
| **Ethos (authority)** | Citations to other research  Reference to the author’s own research | Reference to “studies” | Quoting a successful research scientist  Referring to a well-known company |
| **Logos (logic)** |  |  |  |
| **Pathos (emotion)** |  |  |  |
| **Kairos (urgency)** |  |  |  |