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ANALYZING RHETORIC IN COMMERCIALS

Always consider how an advertisement is trying to persuade you. Rhetorical appeals (ethos, pathos, and logos) are the best way to create a piece of rhetoric, but it must be used effectively. USING ALL THREE IS ALWAYS THE STRONGEST WAY TO PERUSADE!

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| What company/product/service is being advertised?  |
| Who is the audience? Who is it directed at?  | Overall Effect  |
| Types of Ethos  | Types of Pathos | Types of Logos  |
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