Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Block: \_\_\_\_\_\_\_\_

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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| --- | --- | --- | --- |
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