**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ RHETORICAL APPEALS IN COMMERCIALS: NOTES & PRACTICE**

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| --- | --- | --- | --- | --- | --- | --- |
| COMMERCIALS | Company/Product  | Examples of Ethos | Examples of Pathos | Examples of Logos | Who is the audience? What is the message?  | Is it effective or not? Why?  |
| #1 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)⃝ Appropriate Language⃝ Appropriate Tone – knows the audience and the context⃝ Appeal to your personal sense of ethics/morals  | ⃝ Makes you laugh⃝ Makes you cry⃝ Appeals to the heart in some way ⃝ Uses powerful music that feels emotional ⃝ Includes personal stories or anecdotes⃝ Uses imagery or sensory details to make you feel  | ⃝ Uses facts⃝ Gives statistics⃝ Gives definitions of terms⃝ Explains ideas using logic and reasoning⃝ Flashes informative text on the screen ⃝ Uses witness testimonies  |  |  |
| #2 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)⃝ Appropriate Language⃝ Appropriate Tone – knows the audience and the context⃝ Appeal to your personal sense of ethics/morals  | ⃝ Makes you laugh⃝ Makes you cry⃝ Appeals to the heart in some way ⃝ Uses powerful music that feels emotional ⃝ Includes personal stories or anecdotes⃝ Uses imagery or sensory details to make you feel  | ⃝ Uses facts⃝ Gives statistics⃝ Gives definitions of terms⃝ Explains ideas using logic and reasoning⃝ Flashes informative text on the screen ⃝ Uses witness testimonies  |  |  |
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| #4 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)⃝ Appropriate Language⃝ Appropriate Tone – knows the audience and the context⃝ Appeal to your personal sense of ethics/morals  | ⃝ Makes you laugh⃝ Makes you cry⃝ Appeals to the heart in some way ⃝ Uses powerful music that feels emotional ⃝ Includes personal stories or anecdotes⃝ Uses imagery or sensory details to make you feel  | ⃝ Uses facts⃝ Gives statistics⃝ Gives definitions of terms⃝ Explains ideas using logic and reasoning⃝ Flashes informative text on the screen ⃝ Uses witness testimonies  |  |  |
| #5 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)⃝ Appropriate Language⃝ Appropriate Tone – knows the audience and the context⃝ Appeal to your personal sense of ethics/morals  | ⃝ Makes you laugh⃝ Makes you cry⃝ Appeals to the heart in some way ⃝ Uses powerful music that feels emotional ⃝ Includes personal stories or anecdotes⃝ Uses imagery or sensory details to make you feel  | ⃝ Uses facts⃝ Gives statistics⃝ Gives definitions of terms⃝ Explains ideas using logic and reasoning⃝ Flashes informative text on the screen ⃝ Uses witness testimonies  |  |  |
|  | #6 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)⃝ Appropriate Language⃝ Appropriate Tone – knows the audience and the context⃝ Appeal to your personal sense of ethics/morals  | ⃝ Makes you laugh⃝ Makes you cry⃝ Appeals to the heart in some way ⃝ Uses powerful music that feels emotional ⃝ Includes personal stories or anecdotes⃝ Uses imagery or sensory details to make you feel  | ⃝ Uses facts⃝ Gives statistics⃝ Gives definitions of terms⃝ Explains ideas using logic and reasoning⃝ Flashes informative text on the screen ⃝ Uses witness testimonies  |  |  |

THE BEST COMMERCIAL OR ADVERTISEMENT USES HOW MANY APPEALS? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_