**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 Language  ⃝ Appropriate Tone – knows the audience and the context  ⃝ Appeal to your personal sense of ethics/morals | ⃝ Makes you laugh  ⃝ Makes you cry  ⃝ Appeals to the heart in some way  ⃝ Uses powerful music that feels emotional  ⃝ Includes personal stories or anecdotes  ⃝ Uses imagery or sensory details to make you feel | ⃝ Uses facts  ⃝ Gives statistics  ⃝ Gives definitions of terms  ⃝ Explains ideas using logic and reasoning  ⃝ Flashes informative text on the screen  ⃝ Uses witness testimonies |  |  |
| #2 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  ⃝ Appropriate Language  ⃝ Appropriate Tone – knows the audience and the context  ⃝ Appeal to your personal sense of ethics/morals | ⃝ Makes you laugh  ⃝ Makes you cry  ⃝ Appeals to the heart in some way  ⃝ Uses powerful music that feels emotional  ⃝ Includes personal stories or anecdotes  ⃝ Uses imagery or sensory details to make you feel | ⃝ Uses facts  ⃝ Gives statistics  ⃝ Gives definitions of terms  ⃝ Explains ideas using logic and reasoning  ⃝ 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 Language  ⃝ Appropriate Tone – knows the audience and the context  ⃝ Appeal to your personal sense of ethics/morals | ⃝ Makes you laugh  ⃝ Makes you cry  ⃝ Appeals to the heart in some way  ⃝ Uses powerful music that feels emotional  ⃝ Includes personal stories or anecdotes  ⃝ Uses imagery or sensory details to make you feel | ⃝ Uses facts  ⃝ Gives statistics  ⃝ Gives definitions of terms  ⃝ Explains ideas using logic and reasoning  ⃝ Flashes informative text on the screen  ⃝ Uses witness testimonies |  |  |
| #5 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  ⃝ Appropriate Language  ⃝ Appropriate Tone – knows the audience and the context  ⃝ Appeal to your personal sense of ethics/morals | ⃝ Makes you laugh  ⃝ Makes you cry  ⃝ Appeals to the heart in some way  ⃝ Uses powerful music that feels emotional  ⃝ Includes personal stories or anecdotes  ⃝ Uses imagery or sensory details to make you feel | ⃝ Uses facts  ⃝ Gives statistics  ⃝ Gives definitions of terms  ⃝ Explains ideas using logic and reasoning  ⃝ Flashes informative text on the screen  ⃝ Uses witness testimonies |  |  |
|  | #6 | ⃝ Experience and Credibility – a well-known, trusted figure is used (Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  ⃝ Appropriate Language  ⃝ Appropriate Tone – knows the audience and the context  ⃝ Appeal to your personal sense of ethics/morals | ⃝ Makes you laugh  ⃝ Makes you cry  ⃝ Appeals to the heart in some way  ⃝ Uses powerful music that feels emotional  ⃝ Includes personal stories or anecdotes  ⃝ Uses imagery or sensory details to make you feel | ⃝ Uses facts  ⃝ Gives statistics  ⃝ Gives definitions of terms  ⃝ Explains ideas using logic and reasoning  ⃝ Flashes informative text on the screen  ⃝ Uses witness testimonies |  |  |

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