

Name:

Color:

Modes of Persuasion: Ethos, Pathos, Logos

STEP ONE:

Choose two advertisements from a magazine, newspaper, the internet that utilize two different modes of persuasion.

Answer the following questions as thoroughly and specifically as possible for both of your advertisements. Your answers should reflect understanding of the importance of audience and its relationship to the different modes of persuasion. All answers should be in **COMPLETE SENTENCES**. **Staple your ads to this paper.**

STEP TWO:

The next class period you will be sharing ONE of your advertisements with the class. Prepare a 1 to 2 minute presentation that addresses the questions you answered in this worksheet. Both the content of your mini speech and your delivery should be smooth and reflect confidence and understanding of the material. In other words, PRACTICE!

Ad analysis grade _____

Ad presentation grade _____

Analysis for advertisement #1

1. What is being advertised?

2. Identify where you found your advertisement?

3. If you found your advertisement in a magazine or newspaper, explain why the advertiser felt that particular publication was a good fit for the product.

If you found your advertisement on the internet, provide examples of specific publications that would be a good fit for the product.

In either case, support your answer by tying your response to intended audience the advertiser is trying to reach.

4. Which mode of persuasion is being used?

How do you know?

5. Is the advertisement effective? Support your answer.