As the annual championship of American football, the Super Bowl tends to rank as one of the highest watched television programs in the United States. The Super Bowl not only showcases an American-born game, but showcases an integral American trait: consumerism. The commercials interspersed throughout the Super Bowl prove John Gooch and Dorothy Seyler’s point in chapter 15 of *Argument*: “We encounter the omnipresent consumer culture whenever we watch television, go to the movies, play videogames, look at magazines, or even drive an interstate highway” (274).

Many of the commercials during the Super Bowl are successful, in that successful advertising persuades its audience. Aristotle believed there are three elements that work together to persuade its audience: logos (appeals to logic and reasoning), pathos (appeals to emotion), and ethos (appeals based on the speaker’s credibility).

![Ethos
credibility-trust]

![Logos
consistency-logic]

![Pathos
emotions-imagery]

**Prompt:** How does a 2014 Super Bowl commercial use logos, pathos, and ethos to appeal to its primary audience?

**Commercial Selection:** I will provide three commercials for you to choose from (web links posted on TRACS). Choose only **ONE** of these commercials to analyze.

“**Primary Audience**”: Be sure to identify the audience in the second body paragraph and refer to this audience throughout the essay as you analyze each rhetorical appeals’ effectiveness. We will discuss how to determine audience in class, but you should consider the context in which this commercial first appeared. (Who watches the Super Bowl? Does the commercial use language/images/media traditionally geared toward a certain gender, age-group, ethnicity, etc.?)

**Length:** 3-4 pages

**Audience:** Instructor and students of 1320; broader academic community (especially those studying advertising and persuasion)

**Format:** Use MLA Style to format paper (see *BH*)

**Drafts for Peer Review due:** see Course Calendar

**Final Copy (with PR materials):** see Course Calendar