Advertising is all around us—whether it’s a billboard, television commercial, Facebook sidebar, or flyer from the Quad. Successful advertising persuades its audience. Aristotle believed there are three elements that work together to persuade: logos (appeals to logic and reasoning), pathos (appeals to emotion), and ethos (appeals based on the speaker’s credibility).

Prompt: How does an advertisement use logos, pathos, and ethos to appeal to its primary audience?

Ad Selection: I will provide three advertisements for you to choose from (posted on TRACS). Choose only ONE of these advertisements to analyze.

“Primary Audience”: Be sure to identify the audience in the introduction and refer to this audience throughout essay as you analyze rhetorical appeals’ effectiveness. We will discuss how to determine audience in class, but you should consider the advertisement’s placement in certain mediums/texts. (For example, does the ad appear in a women’s magazine like Cosmopolitan or does it appear in Popular Science Monthly? Or does the ad appear on a social networking site?)

Length: 3-4 pages

Audience: Instructor and students of 1310; 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