

Analyzing Ads

Choose six advertisements—two magazine ads, two television commercials, and two internet-based advertisements—and explain how each uses pathos, logos, and ethos. Not every advertisement will use all three, but examine the ad carefully before you decide to write “none.” Also list any other strategies used. Refer to the definitions and examples given earlier for help.

Product Name	Use of pathos	Use of logos	Use of ethos	Other strategies
Product 1				
Product 2				
Product 3				
Product 4				
Product 5				
Product 6				