Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_ Hour: \_\_\_\_\_\_\_ Eng 10 A

**Rhetorical Strategies**

**Ethos, Pathos, and Logos in Advertising**

Directions: As you view the following advertising, notice which rhetorical strategies are being used. Some ads may use one strategy; some ads may use more than one strategy. Record which strategy is being used, explain why it is that strategy, and explain the effect that strategy has on the consumer.

|  |  |
| --- | --- |
| 1: Quit Smoking | 2: Campbell’s Soup |
|  |  |
| 3: Allstate TV Ad | 4: We are better than that! |
|  |  |
| 5: State Farm – Never  | 6: Diet Coke Taylor Swift |
|  |  |
| 7: Colgate | 8: Wesley Meredith – Drive |
|  |  |
| 9: OxiClean | 10: Vista vs. Mac |
|  |  |
| 11: Child Sponsorship | 12: Verizon vs. AT&T |
|  |  |