# **The Art of Rhetoric: Convincing Advertising**

Learn more about advertising strategies. Watch the video and fill out the chart. When you complete the chart, compare with a classmate.

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| **Rhetorical Strategy** | **Specific Examples** | **Ads for products/services that use this strategy** |
| **1. Pathos =**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_ appeal | 1. Positive feelings:, excitement, happiness, fun |  |
| 1. Promise of being attractive |  |
| 1. Pull on heart strings |  |
| 1. Prevention of negative (such effects on your health, pain, harm) |  |
| 1. **Logos =**   Appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Statistics, facts, what a product does, how much it costs, simple logic and information |  |
| 1. **Ethos =**   Appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_= convince audience that creator of message can be trusted | 1. Expert testimonials |  |
| 1. Real people (not paid actors) |  |
| 1. Celebrity endorsement |  |