Name: Date: Hour:

**Rhetorical Analysis**

*Persuading an Audience…***TO BUY**

|  |  |
| --- | --- |
| Name of Commercial you are analyzing: | |
| **S**peaker |  |
| **O**ccasion |  |
| **A**udience |  |
| **P**urpose |  |
| **S**ubject |  |
| **Tone:** |  |

|  |  |  |
| --- | --- | --- |
| **IDENTIFY EXAMPLES OF THE THREE APPEALS** | | |
| **Ethos**  (credibility) | **Pathos**  (Emotion) | Logos  (Logic) |
|  |  |  |
| Which type of appeal is used most frequently within your commercial? AND explain why you think that is. | | |