Commercial Analysis

Commercial Name (make one up):

Exact Length:

Intended Audience:

Intended Purpose:

**Directions:** In the left hand column, write the rhetorical device you used: ethos, logos, or pathos. In the right hand column, explain in detail what part of the commercial shows that particular rhetorical device. Provide a quote (when applicable) and an explanation. For example, when you discuss pathos, explain exactly what emotion you are trying to elicit. When you discuss ethos, explain how that your example adds to your credibility, and so on.

|  |  |
| --- | --- |
| Rhetorical Device | Explanation |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |