Persuade Me!



persuade = move a person to do what you want him/her to do

There are **3 main ways** people try to persuade others:

1) **logos** = use **logic**, ex. facts, evidence, statistics
2) **ethos** = use a person who is **trust**worthy
3) **pathos** = use **emotion**

Watch each commercial. Is the advertiser using logos, ethos, or pathos? How do you know? Give 2 clues.

1) Diet Coke– The advertiser uses _____ to persuade people to _____ _____. How do I know? _____
1) ASPCA– The advertiser uses _____ to persuade people to _____ _____. How do I know? _____
3) Sprite– The advertiser uses _____ to persuade people to _____. How do I know? _____
4) Colgate– The advertiser uses _____ to persuade people to _____. How do I know? _____
5) Adidas– The advertiser uses _____ to persuade people to _____. How do I know? _____
6) Theravent– The advertiser uses _____ to persuade people to _____ How do I know? _____

You are going to make an ad for Tylenol pain reliever. Which type of persuasion will you use? _____ Why? Give 2 reasons._____

_____

You are going to make an ad for Levi's jeans. Which type of persuasion will you use? _____ Why? Give 2 reasons._____

_____

You are going to make an ad for the Red Cross. Which type of persuasion will you use? _____ Why? Give 2 reasons. _____

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LIVEWORKSHEETS