

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 **trustworthy**
- 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? _____
- 2) 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. _____