**Rhetorical Analysis**

*Persuading an Audience…*

**TO BUY**

**Name of Commercial: Replace with name of commercial**

|  |  |
| --- | --- |
| **IDENTIFY THE WRITING VARIABLES** | |
| Form | Replace with your response |
| Purpose | Replace with your response |
| Audience | Replace with your response |
| Central Idea | Replace with your response |
| Context | Replace with your response |
| Explain specific connections between two of the writing variables listed above:  Replace with your response | |

|  |  |  |
| --- | --- | --- |
| **IDENTIFY EXAMPLES OF THE THREE APPEALS** | | |
| **Ethos** | **Pathos** | **Logos** |
| * Replace with your response | * Replace with your response | * Replace with your response |
| Which type of appeal is used most frequently within your commercial? Refer to your writing variables to explain why you think that is.  Replace with your response | | |