Persuasive Techniques - Commercials

Of all the commercials you view, choose 5 to evaluate based on persuasive techniques. Fill out the evaluations completely.

Commercial #1

What is the subject/title of this commercial? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What product is being advertised? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which persuasive techniques are they using? (mark all that apply)

\_\_\_ PATHOS \_\_\_ETHOS \_\_\_LOGOS \_\_\_KAIROS

What audience(s) are they intending this for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is that persuasive technique trying to get you to feel, think or do?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Commercial #2

What is the subject/title of this commercial? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What product is being advertised? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which persuasive techniques are they using? (mark all that apply)

\_\_\_ PATHOS \_\_\_ETHOS \_\_\_LOGOS \_\_\_KAIROS

What audience(s) are they intending this for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is that persuasive technique trying to get you to feel, think or do?

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Commercial #3

What is the subject/title of this commercial? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What product is being advertised? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which persuasive techniques are they using? (mark all that apply)

\_\_\_ PATHOS \_\_\_ETHOS \_\_\_LOGOS \_\_\_KAIROS

What audience(s) are they intending this for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is that persuasive technique trying to get you to feel, think or do?

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Commercial #4

What is the subject/title of this commercial? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What product is being advertised? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which persuasive techniques are they using? (mark all that apply)

\_\_\_ PATHOS \_\_\_ETHOS \_\_\_LOGOS \_\_\_KAIROS

What audience(s) are they intending this for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is that persuasive technique trying to get you to feel, think or do?

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Commercial #5

What is the subject/title of this commercial? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What product is being advertised? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which persuasive techniques are they using? (mark all that apply)

\_\_\_ PATHOS \_\_\_ETHOS \_\_\_LOGOS \_\_\_KAIROS

What audience(s) are they intending this for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is that persuasive technique trying to get you to feel, think or do?

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