**Rhetorical Analysis**

*Persuading an Audience…*

**TO BUY**

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

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| **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  |

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| **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  |