

Month 3 Activity: Amazing Ads

Companies spend millions of dollars each year (especially during the Super Bowl) creating advertisements to entice consumer's into buying or using their products and services.

A few things to think about

Have you bought something after you've seen it in an ad?

If yes, what was it – toy, clothing, food?

Can you name ads that appeal to kids?

Can you name ads that appeal to your parents?

An **ADVERTISEMENT** is a tool used to get people to want to buy something and can be considered examples of **PERSUASIVE** writing since they create their ads to persuade us to do, buy, or think something. The **TARGET AUDIENCE** is a group of people who advertisers think will buy or use the product and place their ads where they are likely to see them.

Item	Description	Examples
PATHOS	Appeals to our emotions and what we care about	
LOGOS	Uses logic, reason, and facts to convince us to buy a product	
ETHOS	Appeals to credibility and uses experts to make us trust the company or believe their products are the best	



Click the movie reel to watch the video.

Add at least 2 examples for each.

Write GOOD answers for Parts B & C.

