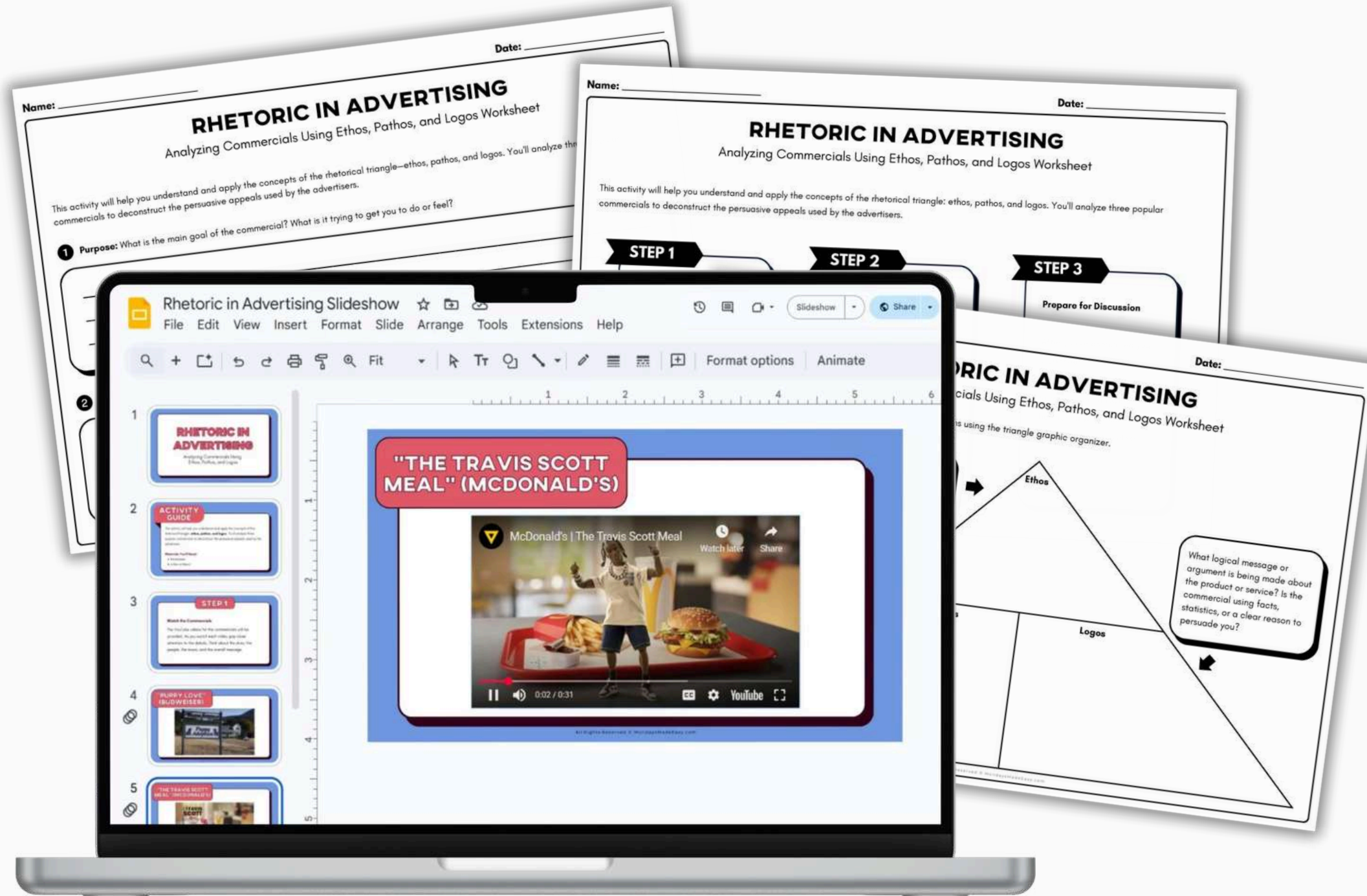


Rhetorical Triangle Lesson and Activity

Students will apply the rhetorical triangle to advertisements and analyze how ethos, logos, and pathos impact messaging in commercials



- **Guide students in using ethos, logos, and pathos** by analyzing advertisements and how these appeals influence audience response.
- **Enhance critical thinking** as students identify speaker intent, target audience, and persuasive strategies through scaffolded analysis of authentic media.
- **Foster understanding of the rhetorical triangle** with graphic organizers and practice materials to categorize appeals and articulate reasoning.

Help students master their understanding of rhetorical appeals in advertising!

PURCHASE HERE

Included with this resource:



Rhetoric in Advertising Slideshow Lesson

- Helps them identify how ethos, pathos, and logos function in persuasive media.



Rhetoric in Advertising Worksheets

- Identify the speaker's intent, analyze the ad's audience, and determine which rhetorical appeal is most dominant

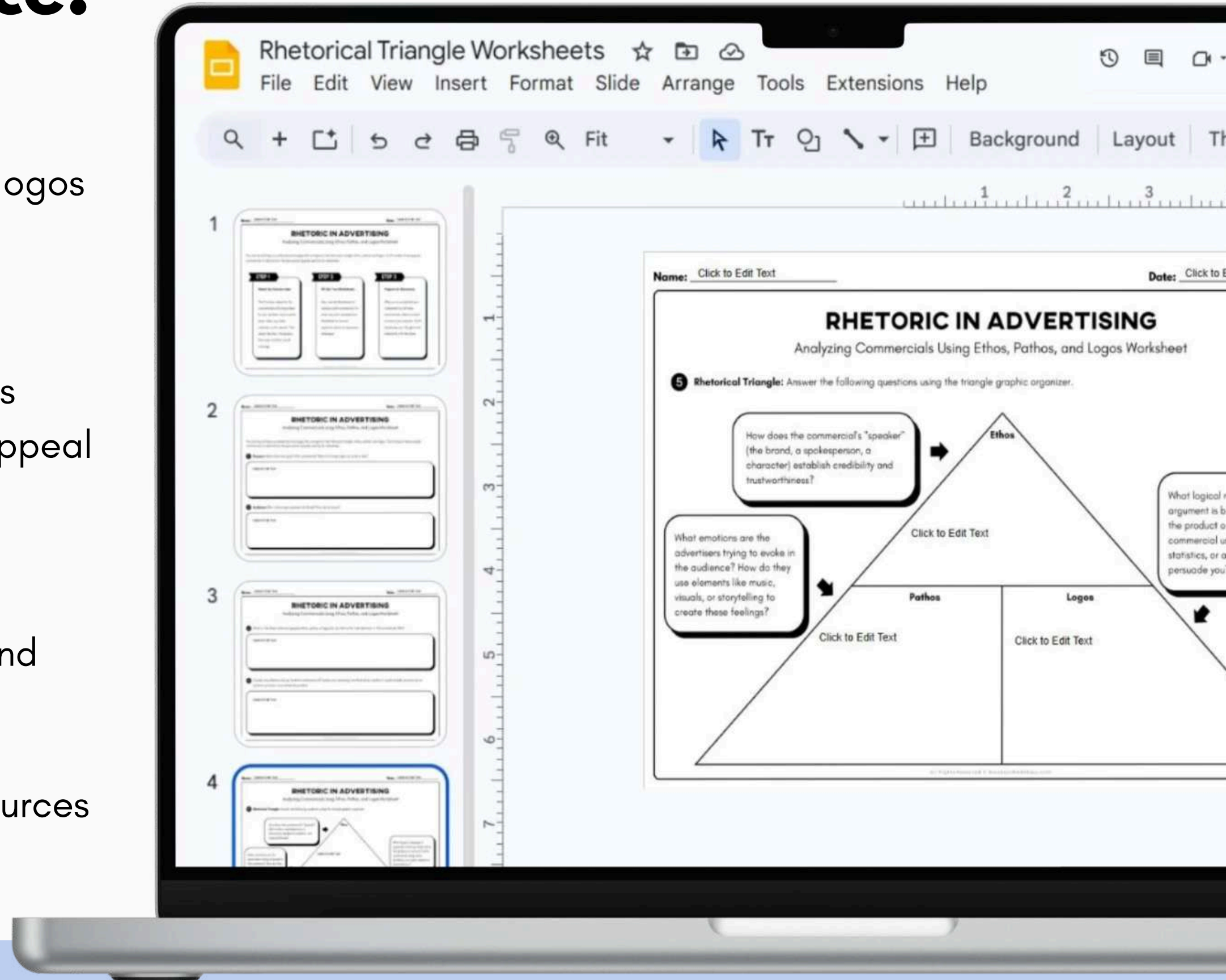


Rhetorical Triangle Graphic Organizer

- Helps students categorize appeals clearly and deepen their rhetorical analysis.



Teacher Instructions for how to use these resources



Includes Digital Version for Google Drive®

Rhetoric in Advertising Slideshow Lesson

This presentation introduces students to the rhetorical triangle and helps them identify how ethos, pathos, and logos function in persuasive media

STEP 1

Watch the Commercials

The YouTube videos for the commercials will be provided. As you watch each video, pay close attention to the details. Think about the story, the people, the music, and the overall message.

"IN E.L.F. WE TRUST" (E.L.F. COSMETICS)



RHETORIC IN ADVERTISING

Analyzing Commercials Using
Ethos, Pathos, and Logos

STEP 2

Analyze Independently

Use the worksheets provided to analyze each commercial. For each ad, you'll use two worksheets to analyze its persuasive strategies.

ACTIVITY GUIDE

This activity will help you understand and apply the concepts of the rhetorical triangle—**ethos, pathos, and logos**. You'll analyze three popular commercials to deconstruct the persuasive appeals used by the advertisers.

Materials You'll Need:

- Worksheets
- A Pen or Pencil

Use this lesson to **spark discussion** and **provide clear examples** before students begin their independent analysis!

Analyzing Rhetoric Activity

Students will watch three commercials (provided with the lesson), identify the speaker's intent, analyze the ad's audience, and determine which rhetorical appeal is most dominant

Name: _____ Date: _____

RHETORIC IN ADVERTISING

Analyzing Commercials Using Ethos, Pathos, and Logos Worksheet

3 Which of the three rhetorical appeals (ethos, pathos, or logos) do you think is the most dominant in this commercial? Why?

4 Overall, how effective do you think this commercial is? Explain your reasoning, and think about whether it would actually convince someone you know to purchase the product.

Name: _____ Date: _____

RHETORIC IN ADVERTISING

Analyzing Commercials Using Ethos, Pathos, and Logos Worksheet

This activity will help you understand and apply the concepts of the rhetorical triangle—ethos, pathos, and logos. You'll analyze three popular commercials to deconstruct the persuasive appeals used by the advertisers.

1 Purpose: What is the main goal of the commercial? What is it trying to get you to do or feel?

Name: _____ Date: _____

RHETORIC IN ADVERTISING

Analyzing Commercials Using Ethos, Pathos, and Logos Worksheet

This activity will help you understand and apply the concepts of the rhetorical triangle: ethos, pathos, and logos. You'll analyze three popular commercials to deconstruct the persuasive appeals used by the advertisers.

STEP 1

Watch the Commercials

The YouTube videos for the commercials will be provided by your teacher. As you watch each video, pay close attention to the details. Think about the story, the people, the music, and the overall message.

STEP 2

Fill Out Your Worksheets

Now, use the Worksheets to analyze each commercial. For each ad, you'll complete two Worksheets to answer questions about its persuasive strategies.

STEP 3

Prepare for Discussion

After you've completed your worksheets for all three commercials, take a moment to review your answers. You'll be sharing your thoughts and reflections with the class.

Name: _____ Date: _____

RHETORIC IN ADVERTISING

Analyzing Commercials Using Ethos, Pathos, and Logos Worksheet

5 Rhetorical Triangle: Answer the following questions using the triangle graphic organizer.

How does the commercial's "speaker" (the brand, a spokesperson, a character) establish credibility and trustworthiness?

What emotions are the advertisers trying to evoke in the audience? How do they use elements like music, visuals, or storytelling to create these feelings?

What logical message or argument is being made about the product or service? Is the commercial using facts, statistics, or a clear reason to persuade you?

Break down each appeal with scaffolded questions:

- **Ethos:** How is credibility or trustworthiness established?
- **Pathos:** What emotions are targeted and how?
- **Logos:** What logical argument or evidence supports the ad's message?