

Advertising Techniques

Name: _____ Date: _____

LEARNING OBJECTIVE

The student will identify persuasive appeals (ethos, pathos, logos) used in advertisements.

MATERIALS NEEDED

- 3-5 print or printed advertisements (magazine ads, printed web ads, or cereal boxes)
- Poster board
- Glue stick or tape
- Markers

HANDS-ON ACTIVITY

1. Collect 3-5 advertisements from magazines, packaging, or printed webpages.
2. Glue or tape each advertisement onto the poster board, leaving space around each one.
3. Next to each ad, label the persuasive appeal(s) it uses: ethos (credibility/trust), pathos (emotion), or logos (logic/facts/statistics).
4. Underline or circle the specific words or images in each ad that create that appeal.
5. At the bottom of the poster, write which ad you found most persuasive and name the technique that made it effective.

QUESTIONS

1. **For each ad, which appeal(s) — ethos, pathos, or logos — did it use, and what specific detail proves it?**
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2. **Which advertisement did you find most persuasive, and which technique made it effective?**
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3. **Find an example of an exaggerated or vague claim in one of your ads (like 'the best ever'). Why is this technique used?**
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4. How could understanding these techniques help you make smarter decisions as a consumer?
