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| --- | --- |
| **Visual Argument as Used in Ads and Commercials** | |
| **Ad:** | **Ad:** |
| **Target Audience: (Be specific)** | **Target Audience: (Be specific)** |
| **Purpose:** | **Purpose:** |
| **Tone:** | **Tone:** |
| **Ethos:** | **Ethos:** |
| **Pathos:** | **Pathos:** |
| **Logos:** | **Logos:** |
| **Persuasive Techniques (circle and explain):**  Bandwagon  Testimonial  Avant-Garde  Transfer  Facts and Figures | **Persuasive Techniques (circle and explain):**  Bandwagon  Testimonial  Avant-Garde  Transfer  Facts and Figures |
| **Are they effective? Explain.** | **Are they effective? Explain.** |