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| --- | --- |
| **Ad:** | **Ad:** |
| **Audience: (Be specific)** | **Audience:** |
| **Purpose:** | **Purpose:** |
| **Tone:** | **Tone:** |
| **E.L.P. examples:** | **E.L.P. examples:** |
| **Which is used most frequently?**  **Why?** | **Which is used most frequently?**  **Why?** |

**Visual Arguments as Used in Ads or Commercials**

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| --- | --- |
| **Ad:** | **Ad:** |
| **Audience: (Be specific)** | **Audience:** |
| **Purpose:** | **Purpose:** |
| **Tone:** | **Tone:** |
| **E.L.P. examples:** | **E.L.P. examples:** |
| **Which is used most frequently?**  **Why?** | **Which is used most frequently?**  **Why?** |

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| --- | --- |
| **Ad:** | **Ad:** |
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| **Tone:** | **Tone:** |
| **E.L.P. examples:** | **E.L.P. examples:** |
| **Which is used most frequently?**  **Why?** | **Which is used most frequently?**  **Why?** |