

Analyzing a Commercial

<p>What is the product/ service being advertised?</p>	<p>Who is the target audience? How can you tell?</p>
<p>How does this commercial appeal to pathos, ethos and logos?</p>	<p>What are the conventions used in this commercial?</p>

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What reasons does the commercial give for why you should buy this product/service?

Is everything in the commercial relevant? Do the reasons they give you make sense?