



## **Specifics**

For each of the rhetorical appeals, you will provide examples to capture the extent to which the ad succeeds in using persuasive strategies. Do not rely overly much on general statements about the ad; use specific phrases, images, and other features to back up your claims.

If an ad does not use one of the three appeals, you might mention that as a specific critique, explaining why that appeal could have been useful.

Many features of an ad can be interpreted, or “read,” in multiple