



- **NEXTEL**

1. Who is the target market of this advertisement? (consider age, gender, culture, lifestyle, etc.)
2. Does this ad use ethos, pathos, or logos? How do you know?
3. What is the intended purpose of this product?
4. What other techniques are used to sell this product?

- **MINI WHEATS**

1. Who is the target market of this advertisement? (consider age, gender, culture, lifestyle, etc.)
2. Does this ad use ethos, pathos, or logos? How do you know?
3. What is the intended purpose of this product?
4. What other techniques are used to sell this product?

FISHING ROD

- 1. Who is the target market of this advertisement? (consider age, gender, culture, lifestyle, etc.)**
- 2. Does this ad use ethos, pathos, or logos? How do you know?**
- 3. What is the intended purpose of this product?**
- 4. What other techniques are used to sell this product?**

REFRIGERATOR

- 1. Who is the target market of this advertisement? (consider age, gender, culture, lifestyle, etc.)**
- 2. Does this ad use ethos, pathos, or logos? How do you know?**
- 3. What is the intended purpose of this product?**
- 4. What other techniques are used to sell this product?**

LEVIS

- 1. Who is the target market of this advertisement? (consider age, gender, culture, lifestyle, etc.)**
- 2. Does this ad use ethos, pathos, or logos? How do you know?**
- 3. What is the intended purpose of this product?**
- 4. What other techniques are used to sell this product?**