

Persuasive Techniques In Advertising Readwritethink|dejavuserifcondensed font size 10 format

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Persuasive Techniques in Advertising The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: pathos, logos, and ethos. Pathos: an appeal to emotion. An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves ...

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Persuasive Writing-Section 3 6 of 53 Independent Practice After you have introduced the persuasive appeals, you might want to have students work in part-ners to complete Resource 3, Persuasive Techniques in Advertising, from the International Read-ing Association where students identify persuasive appeals. A key is

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