**Advertisements Assessment**

Determine the following for each of the ads that you

watched/heard/saw either on TV, the internet, billboards, magazines/newspaper, or radio.

Is it a **product** or a **service**?

Is it **Need** based or **Want** based?

* **Need** this product/service

-Scarcity mentality

-You are lacking/failing without it

* **Want** this product/service

-Life can be better or more fulfilling

-This product/service will make you feel happier

**Does it appeal mostly to logos, pathos, or ethos? And why?**

* **Logos** is logical reasoning: Acquiring this product or service **makes sense** and is a good investment.

Comes in the form of facts, evidence, and durability.

* **Pathos** is emotional reasoning: Acquiring this product or service **feels** like the **right** thing to do.

Comes in the form of emotional value for the product/service or simply the advertisement.

* **Ethos** is building credibility: This product or service is **reputable** and is endorsed by people I **trust**.

Comes in the form of celebrities, doctors, specialists, and includes testimonials, studies, and company reputation.

**Advertisement #1 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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The audience is mainly targeted as what age group?

The audience is mainly targeted as **males** or **females** or **both equally**

The audience is mainly targeted to what kind of lifestyle?

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**Advertisement #2 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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The audience is mainly targeted as **males** or **females** or **both equally**

The audience is mainly targeted to what kind of lifestyle?

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**Advertisement #3 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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The audience is mainly targeted as **males** or **females** or **both equally**

The audience is mainly targeted to what kind of lifestyle?

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**Advertisement #4 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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The audience is mainly targeted as **males** or **females** or **both equally**

The audience is mainly targeted to what kind of lifestyle?

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**Advertisement #5 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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**Advertisement #6 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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**Advertisement #7 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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**Advertisement #8 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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**Advertisement #9 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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**Advertisement #10 For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What is the media form used? **TV radio internet billboard magazine/newspaper**

Is it a **product** or a **service**?

Are they suggesting that you **need** this product/service or that you **want** this product/service?

**Does it appeal mostly to logos, pathos, or ethos? And why?**

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