

## Advertisement Analysis

Complete the following analysis for 4 of the provided advertisements.

Company and Product:
Explicit Argument (Be specific as to what the company is trying to convince you about their product. Do NOT write "to buy it.")
Logos:
Pathos:
Ethos:
Implicit Argument (what are they suggesting about life with their product)
Persuasive Strategy(ies)
How is it being used? (Be specific)

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