

Entrance Ticket

- What argument does this ad make?
- What techniques does it use?



December 3rd, 2014

Essential Question: What is ethos?

Agenda: 1) Entrance Ticket 2)

Vocab: Ethos 3) Commercial

Analysis 4) Writing a fake Ethos

Commercial 5)

Homework: Finish your commercial script!

Vocab: Ethos

Ethos: refers to the trustworthiness or credibility of the writer or speaker. It is often conveyed through tone and style of the message. It can also be affected by the writer's reputation as it exists independently from the message--his or her expertise in the field, his or her previous record or integrity, and so forth.

Writing: Analyzing Ethos

- Watch the ad as a class
- Explain how this is an example of ethos
- Evaluate whether or not it is effective

Example ad:

<https://www.youtube.com/watch?v=FoGGDKV88Fg>

Writing: Fake Ethos Commercial

- Write a 1 page script for a commercial that does the following
 - Sells a product, an idea, or campaign
 - The speaker or celebrity is not credible for the product
 - For example, if Brad Pitt was trying to convince you to buy Mascara
 - Add an image either of the speaker and/or the product!
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Sharing!
