**Aristotle’s Appeals**

Aristotle’s three appeals are a part of your everyday life whether you know it or not. Whether it’s a commercial, billboard, or radio advertisement, marketers are constantly thinking of ways to get you to think and/or do something.

Now that you have been introduced to these appeals and the techniques that are used to create them, it is time to go out and find some examples.

**Your task:**

* We will be in the Media Center for a class period and a half; during this time you will need to find examples of advertisements that employ Aristotle’s appeals.
* On Friday you will present your **two** examples to the class. Your examples may reflect one, two, or all three of the appeals.
* Your presentation can be done as either a Power Point or a Prezi (if you are familiar with that program).
* Slides:
	+ Title slide with your name.
	+ Examples (if they are pictures) need to be embedded directly into the slide. If it is a YouTube video or other website, be sure to put the link on the slide so we can access it.
	+ After each example, be sure to include a slide of analysis. What appeal(s) is/are being used? What techniques are they using? Who do you think is the target audience? Anything else you find interesting for us to discuss as a class?