Commercial Analysis

Commercial Name (make one up): Come to Italy

Exact Length: 1:00 minute

Intended Audience: Travelers

Intended Purpose: To persuade people to visit Italy

**Directions:** In the left hand column, write the rhetorical device you used: ethos, logos, or pathos. In the right hand column, explain in detail what part of the commercial shows that particular rhetorical device. Provide a quote (when applicable) and an explanation. For example, when you discuss pathos, explain exactly what emotion you are trying to elicit. When you discuss ethos, explain how that your example adds to your credibility, and so on.

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| Rhetorical Device | Explanation |
| Pathos | *“It’s one of the most beautiful places in the world!”*  Describing Italy as *beautiful* makes the viewer keep that word in mind, and when they study the pictures they will be searching for beauty to validate what the commercial said. |
| Logos | *“43.7 million people travel to Italy each year.”*  The purpose of this sentence is to persuade people to visit Italy by using facts. |
| Pathos | Every picture showed during the commercial was chosen to persuade the viewer to visit Italy with its beauty. Including the background song also speaks about traveling to a place that’s described as “heaven” and that convinces people that Italy is one of the best places to travel. |
| Pathos | *“This wonderful view has remained in its original state for a long time.”*  This sentence helps the viewer understand that even though its culture is old, its beauty remains intact, which means their culture is rich in history. |
| Pathos | *“Come to Italy, and share many memorable moments with those you love, in a place you adore!”*  That sentence mainly states that you’ll love Italy if you go visit it and that it would be a shame to miss such an opportunity. |
| Pathos | *“Come visit one of Italy’s most extraordinary sites and enjoy this marvelous view.”*  Pathos is used in this sentence when describing Italy’s culture, and most famous sites; which indicates the audience that Italy’s wonders are ones worth visiting. |
| Ethos | *“Italy is known worldwide for its rich roots in the artistic world.”*  This sentence talks about Italy’s credibility when it comes to its art. Mostly it describes how Italy created a huge impact in art. |
| Pathos | *“Italy’s magnificent radiance never fades”*  This sentence makes viewers want to experience Italy’s wonders. |