Magazine / Poster Advertisements

We’ve been reviewing audience, ethos, pathos, and logos. Now it’s time to put some of what you’ve been learning about into practice.

You will be creating 2 advertisements for your business. One advertisement will focus on pathos, the other on logos. For each of the two, you will specify what audience you’re targeting and briefly explain how your ad fits that audience.

Below are the requirements for each of the three posters:

**Pathos** poster:

* Audience assessment (include typed Word doc with info below):
  + Advertisement format: Is it a poster? If it’s a magazine ad, which magazine is your ad in?
  + Target audience: Who is your audience?
  + Age: In general
  + Type: Layman, expert, or mixed?
  + Mood: Sympathetic, hostile, or critical?
  + Explanation for how your ad fits this audience
* Build pathos in your ad by using at least **4** of the following:
  + Themes and points
  + Word choice
  + Analogies and metaphors
  + Stories
  + Humor
  + Visuals
* Be prepared to explain your 4 and how they impact pathos

**Logos** poster:

* Audience assessment (include typed Word doc with info below):
  + Advertisement format: Is it a poster? If it’s a magazine ad, which magazine is your ad in?
  + Target audience: Who is your audience?
  + Age: In general
  + Type: Layman, expert, or mixed?
  + Mood: Sympathetic, hostile, or critical?
  + Explanation for how your ad fits this audience
* Build logos in your ad by using at least **2** of the following:
  + 3+ facts
  + Examples (1 big one or a few smaller ones)
  + Deductive or inductive reasoning
* Be prepared to explain your 2 uses of logic and how they impact pathos

Grading:

* Pathos poster = 25 points
  + Audience assessment = 10 (explanation is 5 pts)
  + Pathos in advertisement = 10
  + Grammar / spelling in both segments = 5
* Logos poster = 25 points
  + Audience assessment = 10 (explanation is 5 pts)
  + Pathos in advertisement = 10
  + Grammar / spelling in both segments = 5