

Name: _____ Date: _____ Period: _____

“GOT MILK” ADVERTISEMENT

CELEBRITY NAME: _____

TEXT	SUBTEXT
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

ETHOS (CREDIBILITY)	PATHOS (EMOTION)	LOGOS (LOGIC)

PRINT ADVERTISEMENT

BRAND ADVERTISED: _____

TEXT	SUBTEXT
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

ETHOS (CREDIBILITY)	PATHOS (EMOTION)	LOGOS (LOGIC)