

The Power of Persuasion:
The Impact of Rhetoric in the Media
ENG2D

After watching the “Power of Persuasion” video, it becomes evident how much the media influences our perception of life, self, and others around us. In a few moments our class will be heading down to the computer lab. When we arrive, each of you are to visit the website <http://genderads.com>. This website showcases over 4,000 different kinds of ads. For homework tonight, you are to pick one of these ads and answer the following questions in a proper 2 paragraph response:

1. Explain the ways the ad you chose is effective in persuading its audience using *Aristotle’s Rhetorical Triad* (ethos, pathos, and logos).
2. Aside from body image and gender issues, what other issues does the media influence our views and feelings on?

Reminder: You must have your ad approved before you start writing.