

4.1.2 Rhetoric: Persuasion (Advanced)

Pick a poster

After choosing one of these three posters, use the elements of the rhetorical triangle to make notes analysing its rhetorical effect. You should refer to such elements as:

- the choice of words and image
- the composition of elements
- the use of typography and colour.

Synthesise this analysis into an explanation of its effect in the spaces provided.

	Ethos	Logos	Pathos
<p>Rhetorical effect:</p>			





CRUISE CONTROL

Persuasion: Using rhetoric for effect

	Ethos	Logos	Pathos

Rhetorical effect:



Ethos	Logos	Pathos

Rhetorical effect: