

Example 2: Examining A Political Campaign Ad

Introduction

- Introduce the candidate, ad format, and campaign setting.
- Add a short note about the ad's visual tone and emotional atmosphere.
- End with a thesis stating that patriotic imagery, repetition, and calm delivery shape the audience's trust and optimism.

Body Paragraph 1 (Visual Ethos)

- Analyze how color, lighting, and clothing choices project reliability and warmth.
- Describe how professional production quality adds to the candidate's credibility.

Body Paragraph 2 (Pathos)

- Discuss how family scenes, background music, and smiling faces create emotional reassurance.
- Explain how these moments connect the candidate's image to shared values.

Body Paragraph 3 (Logos)

- Examine how the ad uses selective facts or brief statistics to sound logical.
- Evaluate how carefully chosen language suggests problem-solving ability.

Conclusion

- Restate how visuals, tone, and structure together form a persuasive message.
- Reflect on how repetition and emotion sustain long-term voter trust.