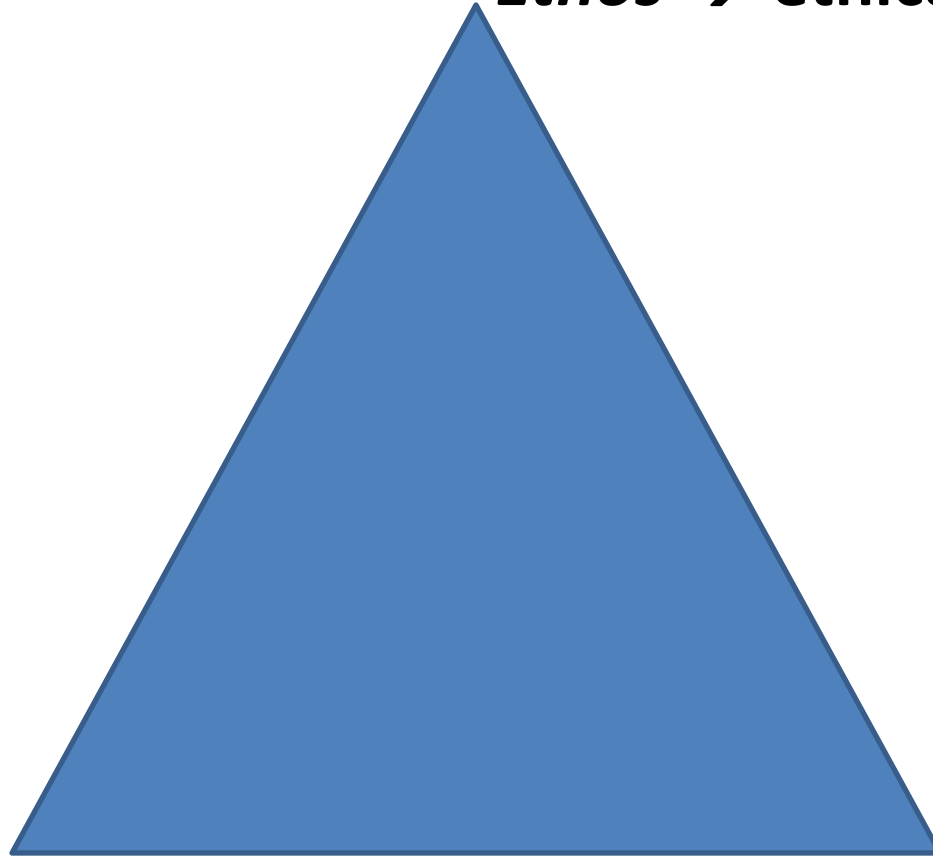


The Rhetorical Triangle

Ethos, Pathos, Logos

***Ethos* → ethical appeal**



***Pathos* → emotional appeal**

***Logos* → logical appeal**

Ethos



A cleaner, safer, greener future.
That is what drives us.

Announcing the S 400 HYBRID.

It is the world's first hybrid sedan powered by a compact lithium-ion battery. With no loss of trunk space, you simply experience the peerless luxury you expect from the world's flagship sedan, with a whole new level of efficiency. The S 400 HYBRID is the latest in a series of sustainability breakthroughs—from BlueTEC clean-diesel technology to a hydrogen-powered electric vehicle that emits only water. At Mercedes-Benz, we strive not only to build the best cars *in* the world, but *for* it. MBUSA.com

Mercedes-Benz



2010 S 400 HYBRID Sedan shown in Palladium Silver metallic paint with optional 19" multispoke wheels and Premium 1 Package. For more information, call 1-800-FOR-MERCEDES, or visit MBUSA.com. ©2010 Mercedes-Benz USA, LLC

OUR MEMBERS NOT ONLY IMPROVE HOW THEY LIVE.

"We show them how other people in their shoes have found jobs. And we say, you can do that too."

THEY IMPROVE WHERE THEY LIVE.

"It's not just how many folks we place, it's how we prepare them for the job search."

"I know some people join AARP for the benefits and discounts. But for me, volunteering with the Foundation and making a real difference, that's the real value of AARP."

*-Charles Talley,
AARP member*

Learn more at aarp.org

AARP[®]

HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING

Pathos

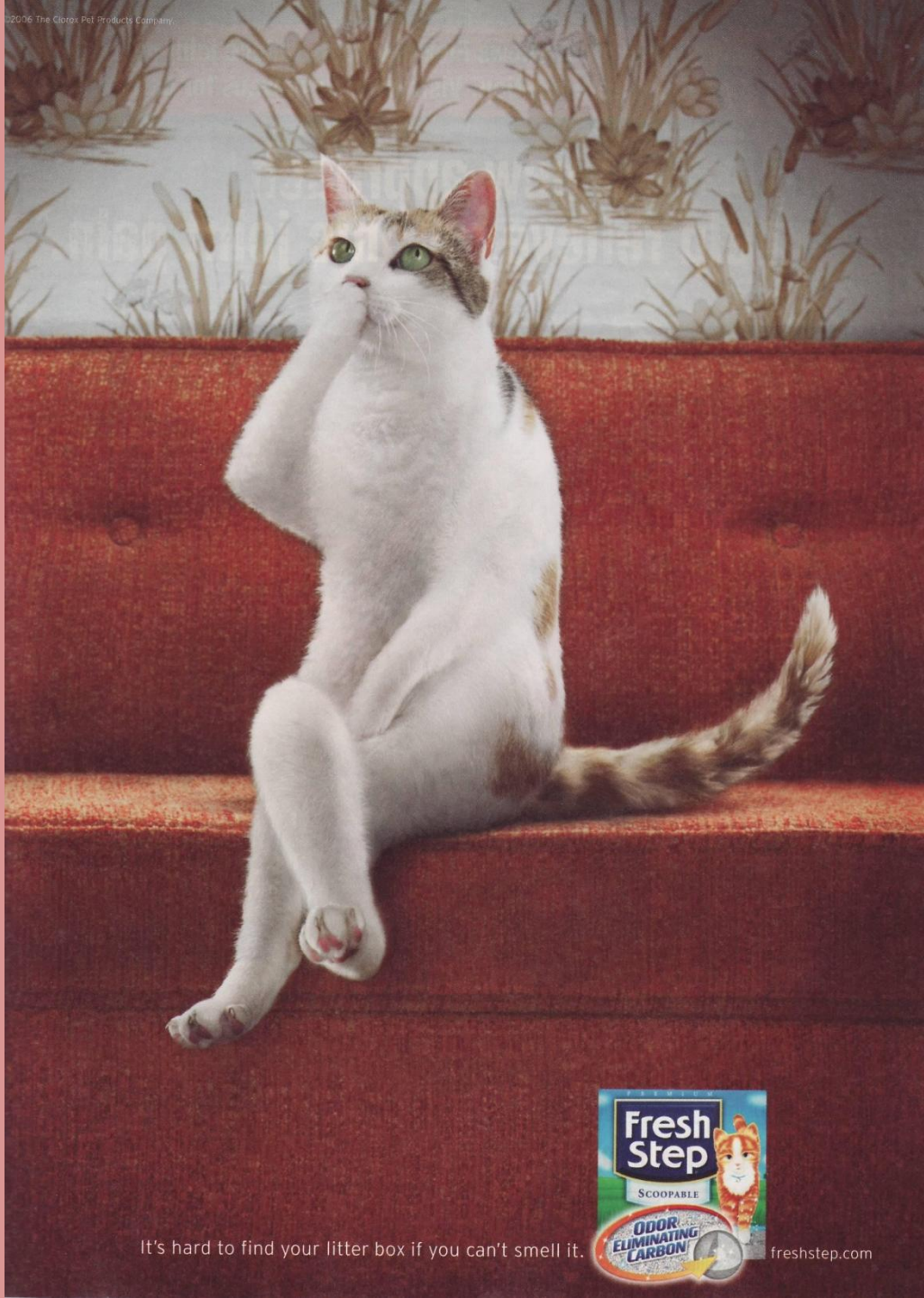


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*B*ecause a bathroom can be more than just a bathroom,
Clorox® helps keep it clean. Even the imaginary parts.



clorox.com



It's hard to find your litter box if you can't smell it.

freshstep.com

Logos

Myth

There's nothing you can do to treat your depression.

Reality

You have options.

Ask your doctor if prescription EFFEXOR XR is right for you.

Important Safety Information

Suicidality and Antidepressant Drugs

Antidepressants increased the risk compared to placebo of suicidal thinking and behavior (suicidality) in children, teens, and young adults. Depression and certain other psychiatric disorders are themselves associated with increases in the risk of suicide. Patients of all ages who are started on antidepressant therapy should be monitored appropriately and observed closely for clinical worsening, suicidality, or unusual changes in behavior. EFFEXOR XR is not approved for use in children and teens.

- People taking MAOIs should not take EFFEXOR XR.
- All patients taking antidepressants should be watched closely for signs that their condition is getting worse or that they are becoming suicidal, especially when they first start therapy, or when their dose is increased or decreased. Patients should also be watched for becoming agitated, irritable, hostile, aggressive, impulsive, or restless. Such symptoms should be reported to the patient's doctor right away.
- Before starting EFFEXOR XR, tell your doctor if you're taking or plan to take any prescription or over-the-counter drugs, including migraine headache medication, herbal preparations, and nutritional supplements, to avoid a potentially life-threatening condition.
- EFFEXOR XR may raise blood pressure in some patients. Your blood pressure should be controlled before starting treatment and should be monitored regularly.
- Mydriasis (prolonged dilation of the pupil of the eye) has been reported with EFFEXOR XR. You should notify your physician if you have a history of glaucoma or increased eye pressure.
- When people suddenly stop using or quickly lower their daily dose of EFFEXOR XR, discontinuation symptoms may occur. Talk to your doctor before discontinuing or reducing your dose of EFFEXOR XR.

Please see Patient Information on opposite page.

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- Pregnant or nursing women shouldn't take any antidepressant without consulting their doctor.
- Until you see how EFFEXOR XR affects you, be careful doing such activities as driving a car or operating machinery. Avoid drinking alcohol while taking EFFEXOR XR.
- In clinical studies, the most common side effects with EFFEXOR XR (reported in at least 10% of patients and at least twice as often as with placebo) were constipation, dizziness, dry mouth, insomnia, loss of appetite, nausea, nervousness, sexual side effects, sleepiness, sweating, and weakness. Ask your doctor if EFFEXOR XR is right for you.

If you do not have prescription drug insurance and need help paying for EFFEXOR XR, Wyeth may be able to help. Visit us at www.wyeth.com or call us at 1-800-568-9938 for more information.

Visit StillHaveSymptoms.com
or call 1-866-537-3980 for your
FREE educational DVD.

ONCE-DAILY
VENLAFAXINE HCl
EFFEXOR XR® EXTENDED
RELEASE
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The change you deserve.™

run less. get more.™

JOIN THE RESISTANCE™



FEATURING

Shape-ups

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skechers
SRR
RESISTANCE
RUNNER

85%

HELPS INCREASE
POSTURAL MUSCLE
ACTIVATION UP TO 85%

71%

HELPS INCREASE
GLUTEUS MEDIUS MUSCLE
ACTIVATION UP TO 71%

68%

HELPS INCREASE
CALF MUSCLE
ACTIVATION UP TO 68%

13.2%

HELPS BURN UP
TO 13.2%
MORE CALORIES

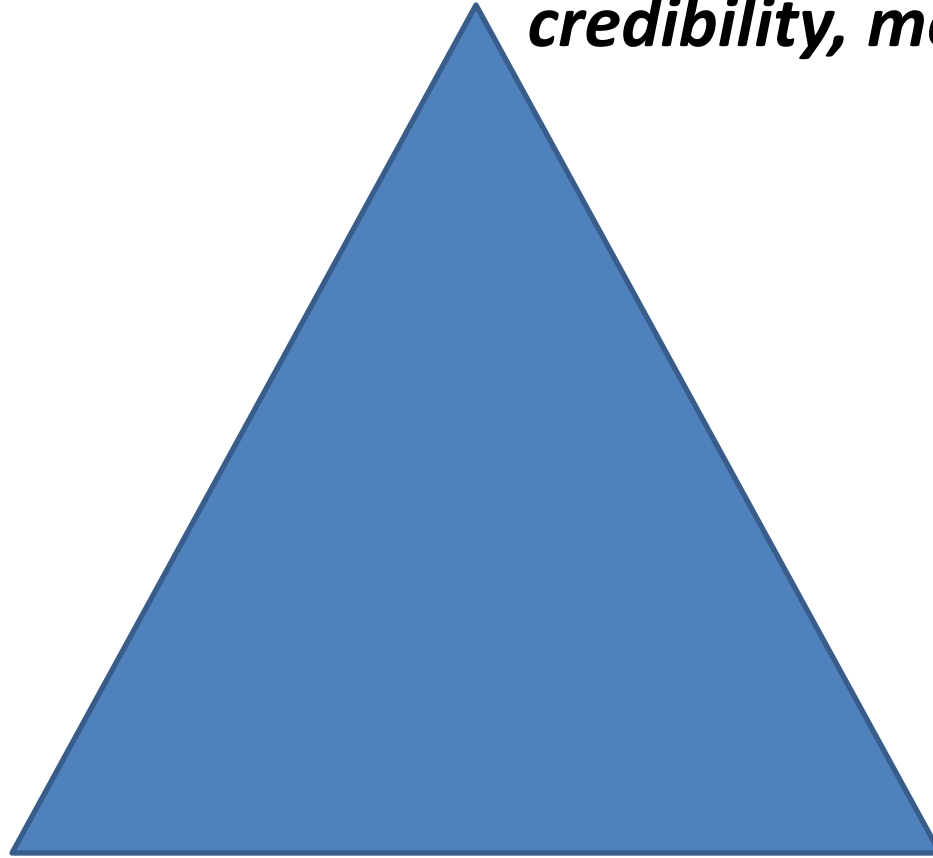
www.JoinTheResistance.com

also available
at select **Finish Line**

The Rhetorical Triangle

Speaker, Audience, Subject

Speaker/Writer
credibility, morals, beliefs



Audience/Reader
Interests, biases, concerns

Subject/Position
argument, evidence, content

advertising to analyze in small groups

- 1. Who is the target audience?**
- 2. What are the rhetorical appeal(s) used to convince this group?**
- 3. What details reinforce appeals?**
- 4. Are they effective?**



Concerned About Achieving Your New Year's Resolutions?

Try Protandim®, the Unique Antioxidant Solution!

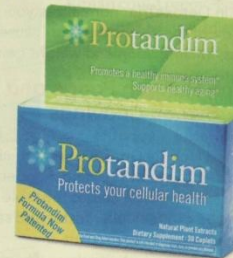
A FEW FACTS ABOUT PROTANDIM®

- Did you know that intense exercise, a poor diet, exposure to pollution and pesticides, and smoking can all lead to increased free radical attacks on your body?
- Protandim is a unique antioxidant solution clinically proven to reduce free radical damage*
- Protandim helps slow the cell aging process, supports healthy aging and promotes a healthy immune system*
- Protandim works by boosting your body's production of its own antioxidant enzymes which work together to neutralize free radicals and prevent oxidative stress, the cell damage caused by free radicals
- In a clinical study with men and women taking Protandim for 30 days, an average 40% reduction in oxidative stress was observed. This reduction was maintained for 120 days with continued Protandim use*

1. Sally K. Nelson, et al., "The Induction of human superoxide dismutase and catalase in vivo: A fundamentally new approach to antioxidant therapy," *Free Radical Biology & Medicine* 40 (2006) 341-347.

New Year's Resolutions

1. Fight free radical damage



2. Start exercise program
3. Improve diet

Start the New Year right! Fight free radical damage and help slow the cell aging process with Protandim.* Get your first bottle of Protandim free and receive a bonus *Healing Quest* DVD by calling us at 866-460-7241 or visiting us at www.protandim.com/pt.aspx Limited time offer, contact us today!



AS SEEN IN

familydoctor
YOUR ESSENTIAL GUIDE TO HEALTH AND WELLBEING



Take one Protandim a day to elevate your body's natural antioxidant defenses and take control of your health.*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

AVAILABLE AT FINE RETAILERS NATIONWIDE INCLUDING: **GNC LiveWell**, **CVS/pharmacy**, **drugstore**®



▲ For info: Turn to page 111 and circle #12.

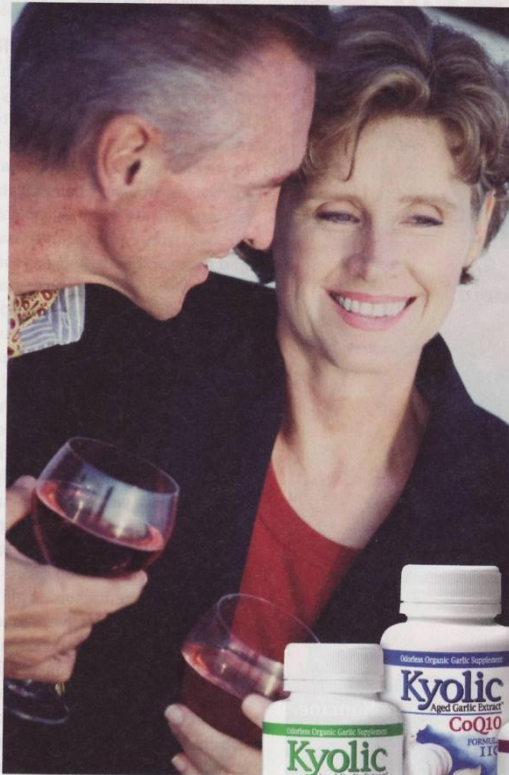


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Love your life and enjoy good heart health with Kyolic! Call 1-800-421-2998 and mention this Ad for a free sample!

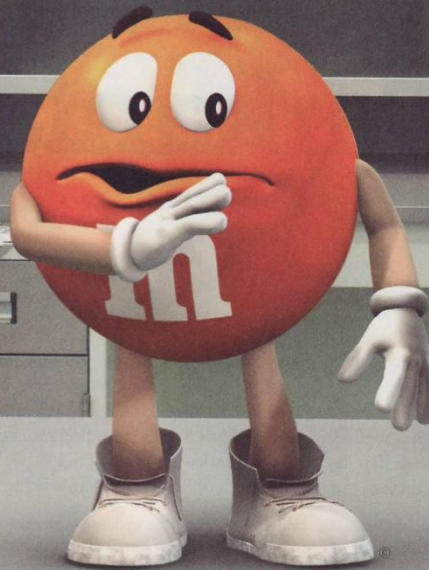
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▲ For info: Turn to page 111 and circle #17.



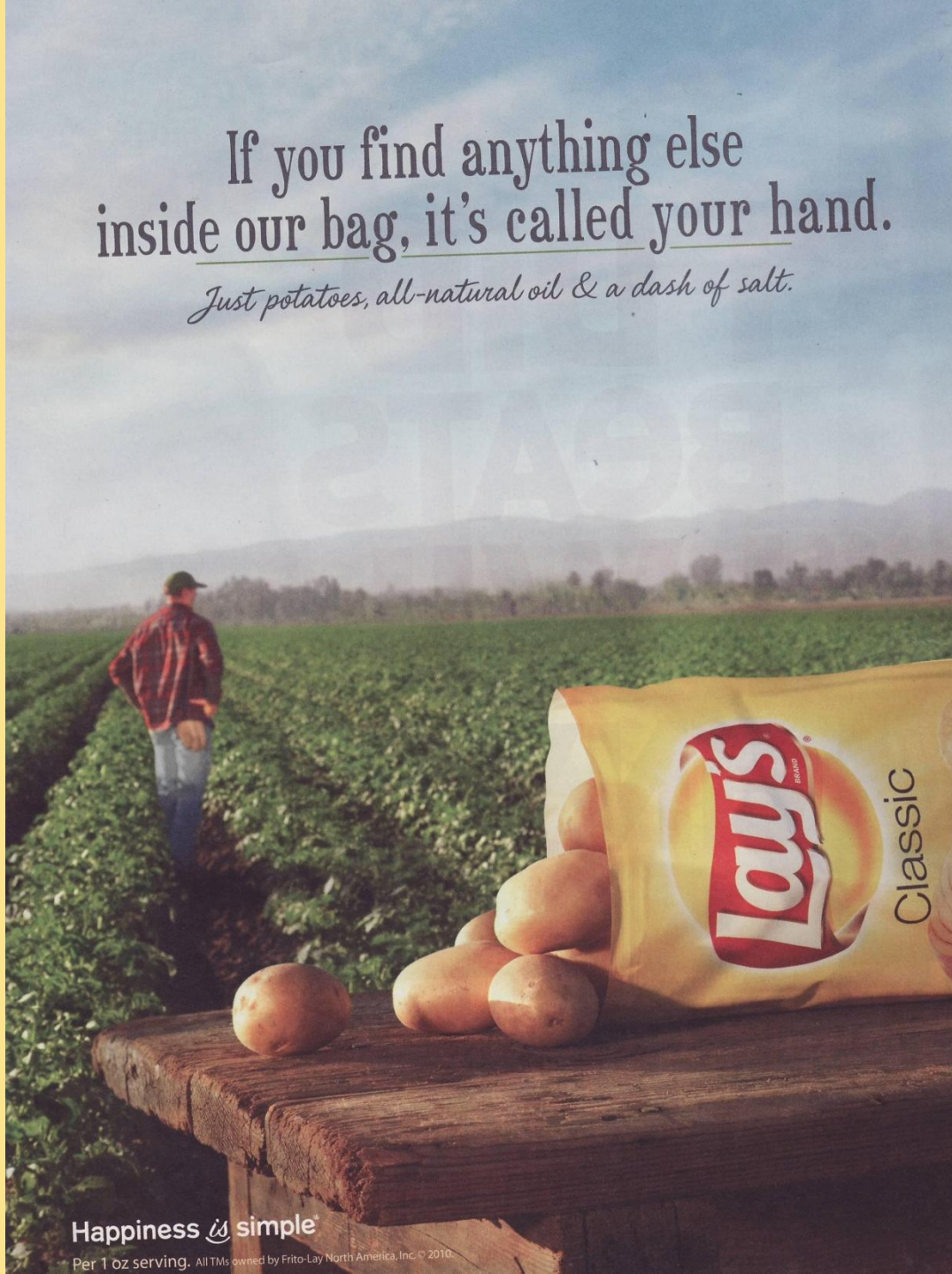
You're putting him where?!




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