

Commercial Assessment

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Pathos	The advertisement uses clear emotional appeals to sell the product. Emotional appeals are effectively persuasive within the context of the commercial.	The advertisement attempts to evoke emotion in its intended audience. Emotional appeals may not directly contribute to the overall persuasive effect.	The advertisement makes reference to emotion without appropriate context. Persuasive effect is minimal.	The advertisement does not attempt to use any emotional appeal to persuade the audience.
Logos	The advertisement uses clear logical appeals to sell the product. Logic is used to convey details about the product's purpose and function.	The advertisement attempts to refer to logical functions of the product. Logic may be somewhat unclear.	The advertisement uses facts or statistics that do not contribute to the persuasive effectiveness of the advertisement.	No logical appeal is used.
Ethos	The advertisement clearly establishes the credibility of the "company" through the appropriate use of expert testimonial or celebrity endorsement.	The advertisement attempts to establish credibility with moderate results.	A celebrity or credible expert may be mentioned, but does not contribute to the effectiveness of the advertisement.	No credibility is established in this advertisement.
Other Strategies	The advertisement clearly and effectively demonstrates the use of a mix of strategies to sell the product.	Other strategies are clearly utilized in the advertisement.	The advertisement attempts to use other strategies with little or no effect on its overall persuasiveness.	The advertisement makes no attempt to utilize other strategies.