Taylor Howard, Megan Pryor



This is a mix of pathos and ethos. It would be pathos because it appeals to the reader’s emotion of wanting to look like someone else. It would be considered ethics because you way the decision of wanting to look your personal style or having her style. This ad would be persuasive to upper class woman who like to shop.



I love shopping here to save money on clothes that have my personal taste.

We have changed this add to logos. This shows logistical reasoning for shopping where this woman shops by adding that she can save money when shopping there. This ad appeals to woman or young adults who have a limited budget when shopping.