**Video Title (#1):** The Art of Rhetoric: Persuasive Techniques in Advertising

**Video URL:** <http://youtu.be/FeCz5fy02JE>

**Running Time/Source:** 8:29, Daniel Kuglich/YouTube

**Close Caption Available:** Yes

**Video Title (#2):** 11 Types of Advertising

**Video URL:** <http://youtu.be/QN7NZB4f4qM>

**Running Time/Source:** 7:30, Dominic Carraro/YouTube

**Close Caption Available:** Yes

Both of these videos deal with the appeals that can be used in advertisements. *THE ART OF RHETORIC* is the more theoretical of the two as it uses a three-pronged typology developed by Aristotle to classify advertising appeals, whereas *11 TYPES OF ADVERTISING* offers specific, practical appeals--along with examples--that can be conveyed in advertisements.

Questions:

1. What are the three components of Aristotle's model to classify advertising appeals?

2. Define each of these three components.

3. What are the 11 advertising appeals mentioned in the video *11 TYPES OF ADVERTISING*?

4. Indicate the companies or specific products used to illustrate these 11 appeals.

5. Indicate what is meant by "altruism."