

Case Study – Volvo

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Date: January 2017

Pages: 5

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Abstracts

Visual analysis is a backbone of art that make practice to master the skills and can help to analyze ads. It will understand things to see everyday ads in magazines, billboards, and effectiveness. This case is about analyzing rhetorical appeals' ethos, logos, and pathos of Volvo. Ethos deals with credibility of creator ads in order to improve or detract visuals and effectiveness. Logos concerns with logical arguments that need to focus on issues. On the other hand, pathos represents emotions that should identify for evaluating company's ad. The visual analysis appeal will evaluate strategies that are effective in conveying arguments and has visual advocating. At the end of report, the reporter concludes what has been examined in this report. Cont... (1000 words of this Report)

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