Keegan Neal

English 1302

Professor Palacios

25 September 2018

Title

The targeted audience is middle aged people who wouldn’t believe the new, luxurious Buick, and parents who have children.

Thesis: Buick successfully elicits authority (*ethos*), logic (*logos*), and emotion (*pathos*) to achieve the intended goal of persuading the public to reconsider their views of buying their car.

Ethos: