

## McDonald's Commercial

Purpose = to entice

The purpose is to entice people to buy and eat McDonald's food because of the happiness it will bring them when they go to the restaurant to eat.

blue = purpose verb

red = audience

purple = to do / to believe "what"?

green = why

Technique = Bandwagon

The commercial used consistent images of a variety of people who were all having fun eating McDonald's food; even the servers were delighted with the experience! The implication is that if so many people enjoy eating at McDonald's, then you should too--so, why not "hop on the bandwagon" and go?!?

blue = connection to definition of technique

green = commercial content