**Rhetoric in Advertisements**

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| **advertisement** | **claim** | **type(s) of rhetoric used to support that claim** | **specific example of that type of rhetoric**  |
| **Apple** |  |  |  |
| **Under Armour** |  |  |  |
| **Google Chrome** |  |  |  |
| **Colgate Total** |  |  |  |
| **State Farm Insurance** |  |  |  |
| **President Obama Campaign**  |  |  |  |