

Assignment Sheet

Essay 3: Rhetorical Analysis

What you want to know:

- **Rough Draft Due Date:** Monday, 26 Oct. 2015
- **Final Hard Copy Due Date:** Monday, 2 November, 2015
- **Required Length:** 4-5 Pages
- **What Is It:** You will write a 4-5 page analysis of an advertisement of your choosing (can be either a commercial or a magazine ad, but it must have a visual component). You will address what the advertisement says, what it does, and its target audience. You will also use the rhetorical tools we discuss in class and those from the textbook to discuss the ad's rhetorical moves, its effectiveness, etc. You may be able to mention if the ad can be considered offensive by a certain group.
 - I will leave the definition of "advertisement" up to you. Aside from the obvious advertisements, political ads and movie trailers are advertisements. Many different styles of YouTube videos, one might argue, are advertising the YouTuber (trying to get new viewers to subscribe), etc.

What you need to know:

Assignment Description: For this assignment, you will practice the skill of "close reading," where you consider a text by breaking it into smaller parts. You will need to determine both what the text says and what the text does. This is much easier to do once the text is dissected into its parts (introduction, transition, body, conclusion, etc.). For a non-written text (image, advertisement, video clip), we have to instead look at the composition and rhetorical moves the pictures make.

Intended Audience: An advertising agency. You are a consultant, and they have asked for your feedback on some advertisement/"text" they are thinking of releasing soon.

Format: MLA formatting, 12 pt., Times New Roman Font. Standard 1 Inch Margins, Page Numbers, and Title.

Peer Review/Conference Dates: A rough draft of the paper will be due in class on **Monday, 26 October**. Conferences will be held on **Tuesday the 27th of October and Wednesday, the 28th of October**. We will peer review these in class on **Friday the 30th of October**. You will then take my feedback and the peer feedback and revise your paper before the **final due date on 2 November, 2015 when you will turn in a hard-copy in class**.

Key Terms:

- **Analysis:** Refers to examining the smaller parts or elements of a whole. For example, a text might be analyzed according to its purpose, audience, genre, stance, and media/design, among other elements. (See Part 1 of the Norton textbook.) However, analysis will also consider patterns of elements. For example, a student writing a rhetorical analysis of a Carl's Junior ad may notice they all involve scantily clad women eating cheeseburgers, or maybe how McDonald's ads usually have a woman taking orders.
- **Rhetorical Moves:** Identifies the strategies used to organize the text in order to persuade an audience. This is where the "What does a text DO and what does it SAY?" issue comes in to play.

- **Contexts:** Defining and identifying *Contexts* allows students to consider the reasons the text was composed at a particular moment and time. As the Norton textbook puts it, “texts don’t exist in isolation; they are influenced by and contribute to ongoing conversations, controversies, or debates...” (69).

What I need you to know:

Purpose: To be able to describe and define the rhetorical moves a writer/composer/graphic designer selects in a given text; to identify the contexts and patterns informing a given text; to offer an interpretation of a text’s rhetorical moves in order to analyze its significance.

Objectives Met by Assignment (as listed on Syllabus):

2,3,4,5