

### Essay Three: Rhetorical Analysis of an Advertisement

**Writing Assignment:** In this assignment, you'll craft a 3-4-page rhetorical analysis essay (around 1000 words) where you'll dive deep into the rhetoric and effectiveness of an advertisement. Pick an ad that grabs your attention—whether it makes you angry, excited, or motivated, a strong emotional reaction will make your analysis more engaging. You can choose ads from YouTube, social media, magazines, newspapers, the internet, billboards (feel free to snap a photo), or any other source.

Your essay should have a clear, well-defined thesis statement and a structured format. Use specific details and evidence from the ad to support your thesis and develop your points. Remember, this is all about your own analysis, so no secondary sources are needed. Your audience for this paper is our class and your instructor. Let's get started and see what these ads are really saying!

#### Organization:

1. **Introduction:** What is the ad for? General summary of the context of ad, name the company or product, and your thesis – what is the ad doing or saying and who is the audience.
2. **Body Paragraphs:** Use specific details from the ad to prove your point.
  - **Describe the ad.** Your audience needs to be able to picture the advertisement without actually seeing it.
  - **Explain the Context.** Where was the ad published? When was it published? Why does this matter?
  - **Name the Target Audience.** Who is the audience? What are the values of the audience? Show the reader how the components of the ad are designed to target the audience.
  - **Describe the visual strategies** the ad uses to target the audience. This is where you discuss ethos, pathos, or logos.
  - **Describe the textual strategies.** The author's use of diction, tone etc. and how this targets your audience/ the values etc.
3. **Conclusion:** Recap and discuss cultural implications or ideas.

#### Requirements:

- The essay should be a minimum of 1000 words (about 3-4 MLA formatted pages)
- The essay must follow MLA format
- You will present your essay in small group peer response workshops
- You will receive and provide feedback from/to peers in these workshops
- You will revise and edit your essay and hand in a final draft by the due date