Sample Analysis Activity

Assignment Goals:

* To practice analysis prior to your Project 2
* To find some texts you might be interested in using in your Project 2
* To get you thinking critically about texts and sources of various types.

What to Do:

* For this activity, you’re going to find three different texts, to look for three different appeals.
* **Please complete ALL 3 PARTS**
* In the Document you submit, label each “Part” and complete the questions underneath.
* Post a Word Document with the answers to all 3 parts to the appropriate link on Canvas BEFORE October 16th @ 4:59 PM.

*Part 1 Pathos:*

1. Find a show that you really enjoy, it can be any length or any genre. Name that show for #1. [Ex. “My show is Futurama”].
2. In that show, find a particular episode and watch it. You should be looking for a scene that’s meant to make you feel “something” (that could mean it’s a sad moment, or a joyful moment, or whatever emotion you’re thinking of). List the name of that episode, and the point at which the moment occurred (like say it happened at 10 minutes and 46 seconds in or whatever) for #2. [Ex. The episode I picked is called “Jurassic Bark,” and I’m look at a scene from 20:53-21:53].
3. Name the emotion you think the author/creator of the text is trying to name, and in about 100 words, defend your answer. [Ex. I think this is meant to be a heartbreakingly sad moment. The music used in this moment is somber, and the words relate to Seymour’s dedication to Fry even though we as an audience know he won’t be coming home….and so-on and so-forth].

*Part 2 Logos:*

1. Find a famous speech that’s interesting to you, it doesn’t matter if you’ve heard it before), and list the name and the link here for #A. [Ex. “Ain’t I A Woman?” by Sojurner Truth; found here: <https://www.nps.gov/articles/sojourner-truth.htm>].
2. In the text you’ve selected, find a moment where someone makes an argument using logic, facts, data, or truth. One technique is to look for allusions to statistics, or numbers. Copy and paste that moment here for #B. [Ex. “That man over there says that women need to be helped into carriages, and lifted over ditches, and to have the best place everywhere. Nobody ever helps me into carriages, or over mud-puddles, or gives me any best place! And ain't I a woman?”].
3. Now, in about 100 words, defend why that’s a moment of logos for #C. You might point to how they use data, or how they make an argument that points at the flaws of their opponents, etc. It may be beneficial to return to logos in your readings. [Ex. “Truth points to the hypocrisy of her opponents words by pointing to the fact that she is, in fact, a woman, and yet this man doesn’t refer to her in his description of women. She uses this to point to how the man is being discriminatory to women of Color….etc etc].

*Part 3 Ethos:*

* Find an ad that features a celebrity endorsement/cameo, link to that ad here for Bullet 1. [Ex. <https://www.youtube.com/watch?v=9zSVu76AX3I>].
* Name the celebrity that’s featured in this ad/commercial name that person (or people) here in Bullet 2. [Ex. “My ad features the voice of Michael Jordan, along with some scenes that relate to his life”].
* Now, in about 100 words, describe how that person’s credibility (ethos) is beneficial or detrimental to the point of the ad for Bullet 3. [Ex. Jordan’s voice and experiences are used throughout the ad to relate his Jordan brand apparel to the excellence he displayed in basketball. The ad closes on text that says “Become Legendary,” and seems to play on Jordan’s legend as a way of saying those who wear his clothes, can themselves become legendary…. And so-on for another 50ish words).