Category 1 Assignment

Students will choose an item that is commonly used in the field, and find three or four advertisements that target an audience of their field. Students will identify the rhetoric and visual in the advertisements.

Category 2 Assignment (Building on Cat 1 Assignment)

1. After identifying rhetoric and visual images, write an analysis.

Questions to explore:

1. What is the ad really selling?
2. Where did you fine the ad?
3. What is the ad really selling?
4. Does the ad use visual metaphor?
5. How do the words influence what you see?
6. What elements of the ad are most prominent?
7. What is the primary appeal used in the ad: appeals to ethos, pathos or logos?
8. What aspects of the advertisement will appeal to most in your field?
9. Create an ad for the item that will be posted on a professional website or published in a trade journal.