

# Rhetorical Analysis

Your task is to select and examine a visual text that attempts to influence its audience in significant ways. **Identify** and **explain** the rhetorical strategies the text uses to try to persuade its audience to accept, or at least consider the writer's **purpose**. You might choose to focus on any one of the following types of visual texts for this assignment: advertisement, consumer product packaging, billboard, PSA, movie trailer, etc. If you have questions about a particular visual text, please ask.

Once you have selected a visual text to focus on for your rhetorical analysis, *consider* these questions to help you get started (note: don't follow these prompts as a way of organizing your analysis; they are meant to be generative and to help you discover a means of organizing your analysis):

- What is your general impression of the design and presentation of the image?
- What are the important design elements?
- What is the relationship between image and written text?
- Does the credibility of a company or an individual play a role in this image?
- Does the visual text assume people have prior knowledge about what it represents?
- How would you describe the message/impact of the text?
- Do you feel like the image achieves its intended purpose?
- What is the persona/ethos presented? How is this achieved through tone and style?

Discuss the effectiveness or ineffectiveness of the text's visual rhetoric, and, to make your case stronger, incorporate two (2) reliable outside sources that support your claim. We will talk about finding and citing sources in class.

## Guidelines

+/- 1,400 words, Times New Roman 12 pt. font, 1" margins, and double-spaced. Include a Works Cited or Bibliography page depending on whether you use MLA or APA.

## Deadlines

**9/29: In-Class Writing.** We will use class time to begin drafting Project 2.

**10/11: Peer Review Workshop.** Have access to a complete draft of Project 2 in class (print or digital).

**10/13: Polished Draft.** This draft should be about 6 pages long and include a Works Cited (for MLA) or Bibliography (for APA).