Morris

ENGL 1100-40/53

Project 2: Writing to Analyze

**Context**

Everyday we are exposed to campaigns both private and public that utilize a variety of rhetorical strategies to persuade us to think a certain way, take action, buy something, or otherwise engage with the world around us. The overall success of campaigns depends on how effective they are in presenting their messages to their intended audiences.

**Task**

This project asks you to comparatively analyze the rhetorical strategies and effectiveness of two commercials that are both intended to raise awareness or promote funding for similar community or global outreach / humanitarian programs, such as two videos that both address the need for clean drinking water in countries who have limited access to such resources (i.e. Charity Water and UNICEF Tap campaigns).

To successfully analyze both videos, you will need to watch them multiple times and consider:

• The rhetorical situation

• Use of Ethos, Pathos, and Logos

• The commercial’s primary and secondary intended audiences

• The effectiveness of the overall message

Remember, for this project you are NOT taking sides or arguing for or against the message itself! Your job is to rhetorically analyze the commercials and offer comparisons of specific qualities that either work in favor of the message, or against it. Determining the intended audience of the commercial is a crucial step in this process.

**Purpose**

The goal of this project is to help you develop as a writer through practicing critical awareness of rhetorical strategies. In working on this project you will begin to better understand what and how various elements of texts are designed to elicit specific responses from a target audience, as well as how to employ these strategies in your own writing.

**Audience**

For this project you will choose your own audience, but your chosen audience must be specific and made obvious to your instructor through your writing.

**Sources**

You will need a minimum of three sources for this project, which means you will be required to use a meaningful, well-reasoned combination of direct quotes and paraphrases with in-text citations and a works cited page in MLA format. For more specific information on citing in MLA check out the Purdue OWL website.

**Length**

Your final essay should be +/- 1600 words (about 6 pages in MLA format).

**Format**

Your entire essay should be MLA format, in 12pt Times New Roman font.

**Important Due Dates**

10/1: Select 2 videos to analyze that support similar programs & post links to DB

10/6: Turn in a 1 page summary of your project 2 essay at the beginning of class

10/6: Post brief summaries, statements of intent, and MLA formatted citations to DB

10/8: Peer Review Day 1

10/10: Peer Review Day 2

10/17: Project 2 Due, all rough drafts, peer reviews, notes, and source material with cover letter