Thompson

ENGL 1100:046

Project 2: Rhetorical Analysis (20%)

**Due:** October 14, 2016 on **Blackboard**

**Prompt:** For this project, you will analyze a historical advertisement, using the rhetorical strategies discussed in class, to inform and persuade professionals at the Smithsonian Institute to consider placing the advertisement in their upcoming exhibition. You will pick the advertisement from Duke University’s Advertisement Collection (I will show how to use this collection in class). In your piece, you will analyze the advertisement to illustrate the ways your advertisement persuaded audiences during the time it was produced. As such, you must give specific examples of these rhetorical strategies in your article. You will also explore historical, social, cultural, and political contexts that shaped the advertisement, the product being marketed, and the company that produced the product. This will require gathering some research, specifically three sources, to help your audience (professionals at the Smithsonian Institute) make a decision as to whether to include the advertisement in the exhibition.

*Advice:* Choose a visually interesting advertisement from Duke University’s collection. Select one that enlightens you, angers you, inspires you, or challenges you in some way. Your success on this assignment partially rests on your careful selection of an engaging advertisement.

**Audience and Purpose:** The audience for this assignment is the Smithsonian Institute. They are compiling and creating an advertisement exhibit that will be on display at the institute next year. The purpose for this exhibition is to illustrate to the public how and why advertisements (and their products) have changed over time. They will be reading your piece to see if the advertisement you analyzed should be included in the upcoming exhibit. Additionally, they will be taking pieces of your article to include in the information section regarding your specific advertisement. Although you will be writing to professionals grounded in historical work, you will have to explain and clarify certain keywords or terms in the advertisement and explain and clarify the social, cultural, political, and historical contexts that shaped the advertisement. In short, even though your audience are professionals in historical or archival research, they are not necessarily experts in advertisements, the companies of these advertisements, or the contexts surrounding these advertisements.

**Format:** Your article must be in an appropriate manual of style. Your article must meet five to six pages, and you must include a picture of the advertisement (we will discuss ways to integrate the advertisement in your document in class).

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| **Important Dates:** |
| **September:** Introduce Project Two – Rhetorical Analysis.  **October 5:** Mock Peer Review. Must bring Pirate Papers.  **October 12:** Peer Review. Must bring two hard copies and a hard copy of rubric.  **October 14:** Rhetorical Analysis Article due. Must submit project to Blackboard by 11:59 pm. |