

Rhetorical Analysis Paper

Directions: Choose one of the following topics and construct a 2 – 3 page rhetorical argument (must be written in 3rd person point of view). Be sure to address pathos, logos, and ethos.

1. Select one of Fowles' 15 basic appeals. Find 3 – 5 ads that purport your chosen appeal - perhaps the appeal to nurture or the appeal to affiliation. Compare and contrast the overall strategies of these ads. Draw upon Fowles and the textbook to develop your ideas. To what extent does your analysis support arguments often made by social critics (and advertising agents) that what people are really buying is the image rather than the product?
2. Select a product specific type of advertisement (automobile, perfume, computer, etc.). Find 3 – 5 ads for that product that span at least five decades and analyze the types of appeals that are utilized. Compare and contrast the types of appeals underlying these ads, as discussed by Fowles. To what extent do you notice significant shifts of appeal from earlier decades to the present? Which types of appeal seem to you most effective with the particular product category? Is it more likely, for example, that people will buy cigarettes because they want to feel autonomous, or because the cigarettes will make them more attractive to the opposite sex?
3. What is the dominant image that your chosen college or university seems to be putting forth? Gather 4 – 6 promotional documents from the school; using Fowles and the information in the textbook, analyze the messages conveyed by the school. Is there a variety of appeals being utilized or does the focus seem to center around one particular appeal?
4. Compare the web site from your chosen university to those of 3 – 4 other institutions. At least two of the other web sites must that of a school very different from your chosen college (a community college, a private school, a tech or trade school, one that differs greatly in size, etc.) Analyze the differences and similarities in the appeal of the images, web format, and language.
5. Is advertising in America out of control? Why? Select 5 – 7 ads and use Fowles and/or the information in the textbook to prove your point.

- **Rough draft due 2/18 (B) and 2/19 (A) – Bring 1 printed copy and printed copies of the ads/documents to class.**
- **Final draft due 2/20 (B) and 2/23 (A) – Attach final on top of ads/documents, rough draft and peer edit.**

Rhetorical Analysis Paper On Advertising

J Elliott



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