

Writing Project Three

Rhetorical and Audio/Visual Analysis

For the third writing project, you will write a thorough rhetorical and sensory analysis of an advertisement or series of interrelated advertisements, using one or more of the readings from class to narrow and frame your analysis. You should focus your writing in one of the following ways:

- Look at a series of advertisements from the same company from a minimum of three different time periods. Compare and contrast these ads, analyzing the choices that the companies made and how and why these choices changed over time.
- Compare and contrast the methods that competing companies use in advertisements from the same time period.
- Analyze a single advertisement through various rhetorical lenses.

For this assignment, you will be required to use one or more of the following articles to focus your analysis:

- “Defining Trade Characters and Their Role in American Popular Culture” (p. 145)
- “The Marlboro Man” (p. 91)
- “Constructing Bodies, Deconstructing Ads (p. 128)

You will also be required to cite the sources of the advertisements you are using for your analysis. In addition to proper in-text and reference citations, you are also encouraged to provide pictures and/or links within your text.

Your paper will need to have a minimum of **two sources**, at least one source from the text book (listed above) and at least one advertisement (most likely more than one). These sources should be cited in-text and on the references page in correct **APA format**.

Your assignment will be graded on the following:

- **Appropriate Use of Secondary Research:** The writer incorporates appropriate and correct quotes and paraphrases from the text(s) he or she is using. These quotes help the writer to make his or her point.
- **Deep Rhetorical/Contextual Analysis:** The writer looks in detail at his or her advertisement(s) to explore various elements at play, including (but not limited to): visual elements, verbal elements, audio elements, arrangement of elements on the page/screen/etc., cultural context, rhetorical appeals employed, intended audience, and so on.
- **Content organization:** The draft is organized in a logical and appropriate way, with an effective introduction and conclusion as well as transitions between paragraphs.
- **Manuscript preparation:** The final draft of the paper has been polished with consideration to instructor and peer comments. The paper addresses audience expectations and follows academic writing conventions.
- **APA Citation:** The writer uses quotations and paraphrases appropriately. These are cited correctly both in-text and on the references page.

Minimum length: 1,200 words (excluding references page)

Additional requirements: All drafts must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All documents must be accessible through Microsoft Word.

Audience: Imagine the audience for this paper is academics interested in visual media and pop culture. The tone should be academic and formal in nature.

First drafts are due on **October 21st**

Revised drafts are due on **October 31st**

Final drafts are due on **November 9th**

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