

WP4: Analyzing an Advertisement

For the final writing project of the semester, you'll be analyzing an advertisement. For this assignment, you must:

- Find an advertisement that you wish to analyze. This advertisement can be video, audio, or print. It can be in any forum, including offline or online. You must, however, **provide a copy of the advertisement and information about where it came from**. Please note that only one student will be allowed to choose any one ad. More than one student cannot analyze the same ad.
- Use an ad currently in circulation. This ad must be no more than 1 year old.
- Provide a detailed analysis of the ad. How was it created? What was the major message? How is this message conveyed? To whom is the message directed? How does the ad fit into the time in which it was created?
- Analyze the ad for ethos, logos, pathos, and kairos.
- Make a unique or surprising claim about the ad. How can you get the customers of this product to see your ad in a new way? This claim should be the main focus of your paper.
- Use evidence from the ad and **from at least 3 additional scholarly sources** to help you make your claim about the ad.
- Properly cite your ad and your 3 additional sources in **APA style**.

Minimum Length: First drafts must be at least 1,200 words; revised and final drafts must be **1,600 words**.

Audience: Consumers of that product.

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 (please use .doc or .docx format). Please name all attached files using your own name (i.e. RyanShepherdWP2.doc).

Your assignment will be graded on the following:

- **Choice of Ad:** The ad is current and does not overlap with any other students in the class. You provide a copy of the ad to other students in the class (via link or photo) and provide information about where the ad was published.
- **Depth of Analysis of the Ad:** Your explanation of your ad is clear and complete. A reader of your paper will be able to understand your ad clearly.
- **Use of Rhetorical Appeals:** You analyze the ethos, logos, pathos, and kairos of the ad.
- **Depth of Central Claim:** Your central claim about the ad is clear. It helps customers of that product to see the ad in a new way. This central claim is the main focus of the paper.
- **Support of Central Claim:** The central claim is supported with evidence from parts of the ad itself or from internet or library research. The support is convincing and sufficient.

- **Choice of Sources:** Your three additional sources are scholarly and help to make your points. They are integrated into the text well.
- **APA Citation:** You make both in-text and reference citations for your ad and for your three additional sources. These citations are correct and allow for readers to easily find those sources.
- **Content Organization:** You have organized the content of your paper in a reasonable way. Your information is easy to understand, and your points are easy to follow. There is both an introduction and a conclusion. The paper clearly presents a central claim, and the content is organized around that claim. Paragraphs are ordered in such a way that they cannot be reordered at random, but instead provide logical transitions between ideas.
- **Attention to Assignment:** You adhere to the assignment as presented above, including main objectives, word count, attention to audience, and the additional requirements. You clearly understand what the assignment is asking you to do and are attempting to do it.
- **Manuscript preparation:** The writer has made changes between drafts that reflect attention to both instructor and peer comments. The writer has made an effort to improve his or her paper.

First drafts are due on **Friday, July 29th**

Revised drafts are due on **Tuesday, August 2nd**

Final drafts are due on **Friday, August 5th**