

Name:

Student No.:

ENCS 272: Rhetorical Analysis Worksheet

In class, you will be shown an advertisement. Fill out the worksheet below to start building up ideas for your analysis of the ad. This is the kind of preliminary work you need to do in order to perform a rhetorical analysis. If there isn't enough room on this sheet for your answers, you can write them on a separate sheet of paper.

1. Name of document or text (if no title is provided, give a descriptive name, for example, "Energizer Commercial"):

2. Purpose: Describe or explain the purpose you believe the author/advertiser had in mind when he/she created the ad that you are examining. What does it hope to achieve? (For example, the purpose of an Internet company's television ad might be to get viewers to remember and go to their web page later. Texts can have more than one purpose.)

3. Author: Who is making the claim? (If no author is specified, give name of company, sponsor, etc.):

4. Audience: Who is the targeted audience? Is this ad appealing to its targeted audience? Why or why not? What assumptions does the ad make about this audience? What action(s) does the advertise want the audience to take after viewing the ad. Be specific. (I.e., "They want them to buy the product" is NOT a sufficient answer.)

5. Examining arguments:

Strategy	Example (evidence)	Effect
Page layout (spacious, cramped, busy, simple, font size etc.; describe in your own terms—consider the genre of the ad when you evaluate the effectiveness-where does it appear?):		
Images (subject--i.e. who's in the photo--pose, cropping, angle and distance of camera, etc. who's missing?):		

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Language (tone, style, use of metaphor, use of pronoun, simile, symbolism, etc.):		
Pathos (emotional appeal—is the emotions raised advance the claims?)		
Ethos (character of the writer: does the writer sound trustworthy? does the writer have the experience, authority to write on the subject? reasonable claim? are objections addressed?)		
Logos: is the argument based on good reasons and reliable evidence?		

6. In conclusion, is it an effective advertisement? Explain your answer with specific details.

7. In analyzing it critically, what does it say about our society and our shared values? What assumptions we are making that we need to be aware of?