H English 11 – Advertising project #2: Part One Name:

We will continue to think about advertising devices and the eight human needs that they appeal to, but this time we will look at commercials and we will also be thinking about them in the context of the rhetorical frameworks that we have been studying throughout this year. Remember – an advertisement is an argument. Also, this is not a group project.

1) Select a commercial to study and analyze. Choose one with the overall requirements of the assignment in mind – make sure that you will have interesting things to say about it.

2) Once you have selected a commercial and watched it a few times, do a soaps analysis for the commercial in the chart below. This will require you to think about the overall rhetorical framework for the argument being presented in the commercial.

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| **SOAPS analysis – list at least THREE things in each box** | | | | |
| subject: what is the general topic for this commercial? | occasion: what situations in the world are going on that led to this being a topic worth considering? | audience: who is being targeted in this commercial? | purpose: what is the person who produced and paid for this commercial hoping to accomplish? | speaker: probably the trickiest category for a commercial, but still relevant – who is the “speaker” in this ad? |
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3) Consider how the producers of this commercial employed ethos, pathos, and logos.

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| **Appeals** | | |
| ethos: Why should anyone listen to you on this subject? | logos: Logic – if / then statements | pathos: appeal to emotion, to morality and a sense of right and wrong |
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4) Fill out the REP chart below.

* For the **rhetorical strategies**, you will primarily be using the advertising devices, but in addition to identifying the device, you must explain how it is illustrated in the commercial – for example, “magic ingredient – used when the doctor discussed **ultra-neutralizing-odor-crystals** in the deodorant commercial.”
* For the **effects**, you may use ethos, pathos, and logos, but there are other things that you might notice. Remember – if you use ethos, pathos, or logos, you must explain how it is illustrated in the commercial – for example, “the picture of the mother dog with all her puppies created pathos because it made the viewers feel emotional about how cute the dogs were and think about how much the mother dog loved them all.”
* For the **purpose,** you may use some of the eight basic needs, but, again, be sure to explain how they are being employed. Ultimately, the purpose of all these strategies is to get the viewer to buy the product, but along the way, they have intermediary purposes that work toward their ultimate goal (to buy the product). For example – “the picture of the happy couple appeals to the desire to be loved, with the intent of making the viewer think that if they buy this product, someone will love them.”

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| Rhetorical Strategy | Effect | Purpose |
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English 11 – Advertising project #2: Part Two

Use your notes from your commercial to write a thorough rhetorical analysis of the commercial following the outline below:

* paragraph one: describe the commercial in detail. What happens, who says what, how does it look, etc. Go from the beginning to the end. Your goal is to make the reader feel like they saw the commercial.
* paragraph two: describe the rhetorical framework for the commercial. Use your SOAPs analysis and your notes on ethos, pathos, and logos for this paragraph.
* paragraph three: describe the rhetorical strategies, effects, and corresponding purposes used in this commercial. Use your REP chart for this paragraph.
* paragraph four: describe your personal reaction to this commercial. Was it successful? Are you convinced? Are you even part of the demographic group being targeted in this commercial? Which elements of the commercial did you think were most and least effective? Why?

Grades will be based on:

- how thoroughly you accomplish the tasks listed above

- how carefully the analysis is written. Do not simply turn your notes into sentences. Your paragraphs should have carefully constructed opening and closing sentences, and the information should be described in a way that feels natural and organic – it should not read like you are transcribing a list.

- how carefully the analysis is edited – no typos or grammar errors

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| --- | --- |
| paragraph one: describe the commercial in detail. What happens, who says what, how does it look, etc. Go from the beginning to the end. Your goal is to make the reader feel like they saw the commercial. | /10 |
| paragraph two: describe the rhetorical framework for the commercial. Use your SOAPs analysis and your notes on ethos, pathos, and logos for this paragraph. | /10 |
| paragraph three: describe the rhetorical strategies, effects, and corresponding purposes used in this commercial. Use your REP chart for this paragraph. | /10 |
| paragraph four: describe your personal reaction to this commercial. Was it successful? Are you convinced? Are you even part of the demographic group being targeted in this commercial? Which elements of the commercial did you think were most and least effective? Why? | /10 |
| how carefully the analysis is written. Do not simply turn your notes into sentences. Your paragraphs should have carefully constructed opening and closing sentences, and the information should be described in a way that feels natural and organic – it should not read like you are transcribing a list. | /10 |
| how carefully the analysis is edited – no typos or grammar errors | /10 |
| total grade | /60 |