

Rhetoric: 1105-021
ACADEMIC WRITING: Business Communications

Assignment: Visual Rhetorical Analysis, Evaluation and Synthesis assignment worth 25% final folder due on April 6, 2015. 12.5% of your grade will be evaluated for workbook, presentation and drafts; 12.5% is based on the final group

Find two (2) film or TV clips, commercials, print advertisements or photographs that takes up the theme of self, and or lifestyle improvement. Your piece can relate to any aspect of mass media: gender and sexuality, language and identity, or consumerism. You can use still photographs from a commercial, any still photographs from magazine publications or an adverts for beauty products or cosmetics from a fashion magazine. Your job is to analyze the ways in which the images control the reader's perception and what the product promises to do for the "self" and or community and others.

You will need to describe the background and context from which the image emerges as part of your analysis and evaluation. It is your job to evaluate and uncover the language of advertising underlying the visual and verbal rhetoric that is embedded within those images. As a group you should perform a rhetorical analysis by collectively answering the questions below first and presenting them informally at the front of the class for feedback. You must always use textual evidence to support any evaluation of a work. The analyzing work you do as a group provides you with the answers you need to do the final evaluation. The idea here is to discover the ways in which identity is constructed, conventionalized and mythologized through specific visual rhetorical mechanisms and codes at work in the presentation of the visual images that your groups choose.

Hand everything into me in an 8x12 folder and use 12pt. Font. The entire document must be double-spaced. All questions must appear on the document in Part 1 followed by your answers. Do not exceed the three (3) -paragraph limits in the second section. One (1) project per group including one (1) evaluation paper from each group of no more than three members or you can work alone. You will briefly

present informally your project for additional class feedback and participation.

Part 1 Rhetorical Question for Analysis (12.5%)

Pre-Reading Strategies:

1. Who created the images and what does this information tell you about the pieces?

Critical analysis:

1. What is the rhetorical purpose? What do "they" want you to believe, invest in or think about more specifically?
2. Do stereotypes become solidified in our minds? Describe how they are constructed.
3. Are there any weasel words? What are they? How are they used for effect?
4. Is any hyperbole used to help people to remember the product by imagining it as grand, or larger than life or extremely effective?
5. Metaphors are used when you say that one thing is something else. Are there metaphors used?
6. What emphases and relationships do you detect among the visual details: Because these visuals combine many different elements, you have to consider all critical details: color, light and shadow; the number and arrangement of objects and the relationships among them, the foregrounding and back-grounding of images within the frame, the impact of typography; The impact of language if it is employed; and the inferences and values that you draw from the overall composition. How does the visual fit into the context of the verbal text surrounding it?

Knowing your audience and rhetorical community:

1. What community of readers is the piece intended for? In other words, how are we made to identify, sympathize, be compassionate or react to the representations?
2. What impact does the author want to have on the reader?

Part 11 (12.5%)

In part two you will write a three- (3) paragraph analysis, evaluation and synthesis based on your answers from the

sets of questions above. In other words compare and contrast how the two images work to persuade you that one product will improve or enhance our lives perhaps more significantly than the other. Choose three (3) points to compare or contrast.

1. In the first paragraph you must contextualize the image and biographical or background information of your images. State what you intend to compare or contrast. And provide a thesis statement of claim that one of the two ads is more convincing and synthesize why.
2. In the second paragraph choose a minimum of three (3) strategies for your critical analysis.
3. In the third paragraph discuss the rhetorical concerns and community and more specifically discuss how we are made to feel or align ourselves with the product to improve our lives.

A good paragraph should be $\frac{3}{4}$ of a page double-spaced. Remember to clearly identify your terms; use information fairly; don't generalize hastily, and beware of emotionally loaded terms. Finally watch: faulty cause and effect statements; either/or reasoning; false analogies; begging the question; non-sequiturs and oversimplifications.