

Advertisement Analysis Paper

English Composition I

Overview

The advertisement analysis writing project asks you to expand your writing skills to include analysis, which essentially means to examine in detail the parts of a text, phenomenon, or event to come to a greater understanding of the whole, and its wider importance and implications. In this project, you will analyze the rhetorical strategies of two different advertisements, using the various methods discussed in class.

We will operate under the assumption that advertising is a very powerful cultural force, both reflecting and shaping important values, beliefs, and priorities within American culture. In addition to completing the project, you will be responsible for creatively applying language utilized in lectures and class discussions into your analysis paper.

General Instructions

Select two advertisements (for the same type of product) from two magazines that appeal to two different audiences. For example, select a car ad from a women's magazine and a car ad from a men's magazine. Analyze the ads in detail, describe the rhetorical strategy of the ads, and explain how each one appeals to its target audience (and explain the characteristics of that audience). You will need to integrate the knowledge you have gained from earlier projects by supporting a thesis with appropriately selected evidence.

Creating A Thesis

Your thesis should make an argument about how the advertisement functions overall. In order to do this, you first need to analyze your ad thoroughly, and come to some sort of conclusion about how the ad functions, or achieves its goal.

Example Thesis 1: The advertisements both utilize sex to sell products in different ways to two completely different audiences.

Example Thesis 2: The advertisements both sell products by playing on the consumer's sense of an "ideal" body image.

Audience

A skeptical audience of your peers who does not believe that advertisements have any real power within culture, and who will need careful, thorough explanations not only of the ads' content and rhetorical strategies, but of the cultural values they call upon and/or embody.

Formatting and Other Specifics

Please turn in the following:

- Photocopies of your ads stapled to the back of your final draft
- Typed final draft (of roughly three pages) with a heading and title

Include a heading (your name, course, Ad Analysis) at the top of your first page, and a title centered two spaces down from heading on first page. Please use Times New Roman font in twelve point, and make sure margins are one inch.