

# **Advertisement Analysis Paper 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 an advertisement of your choice, 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 an advertisement that appeals to a very distinct audience. For this assignment, you must choose advertisements that incorporate more than one person/model into the advertisement. You may not utilize advertisements that only feature photographs of a product (For example, a cologne bottle.) Analyze the ad in detail, describe the rhetorical strategy of the ad, and explain how the ad appeals to its target audience. Additionally, 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 advertisement utilizes sex to sell its product to a very distinct audience.

Example Thesis 2: The Nivea lotion advertisement sells its product by playing on the female 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:

- Photocopy of your ad 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.