

Visual Rhetoric

Developmental Reading

Overview

This project asks you to analyze an advertisement of your choice in detail by completing the following set of worksheets, and piecing your answers together into a cohesive analysis paper. Analysis 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

The project includes two parts:

1. 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 cannot utilize advertisements that only feature photographs of a product (For example, a cologne bottle.)
1. Complete sections one, two, and three of the worksheet provided by typing your answers and attaching them to the question sheet.

Quality

You will be expected to provide thorough answers to the questions provided on the worksheet. Each question requires at least a one paragraph answer, and in some cases, will require a two paragraph answer. You will be graded on the quality, content, and organization of your work.

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:

- Typed answers to your worksheet
- A photocopy of your ad stapled to the back of your completed worksheet answers

Please use Times New Roman font in twelve point, and make sure margins are one inch.

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Directions: Type thorough answers to the following ten questions. While some questions only require a short answer, others will require thorough paragraphs.

1. What product is your advertisement selling?
2. What magazine does your advertisement appear in?
3. What other types of advertisements appear in this magazine?
4. What type of person would read this magazine? Describe the values of this group of people. How did you determine their values?
5. According to the VALS system, which group(s) do you think the ad would appeal to? Explain your reasoning.
6. What type(s) of people/models are utilized in the advertisement? How do the model(s) relate to the target audience of the magazine?
7. Analyze the setting of the advertisement. How does it relate to the fears, desires, wishes, and values of the target audience?
8. What does the setting tell you about what class of people the ad targets? (Example: lower class, middle class, upper-middle class, upper class) Explain.
9. Does the advertisement include any text? How does the text relate to the product and target audience?
10. Analyze the camera technique utilized in creating the advertisement. How does the camera technique reinforce the ad's main goal?