In your Rhetorical Analysis essay, you will select a single commercial and conduct an analysis of its rhetorical features in order to make an argument about the value(s) it enshrines.

*The Basics*

* 1000 word analysis
* 1” margins all around
* MLA format (including heading, title, page numbers, works cited page)
* 12 pt. Times New Roman font
* Examples/quotes from artifact
* Sustained analysis of the artifact

*Analytical Process*

Break the analytical process into two levels: rhetorical features (like persuasive strategies and appeals) and values/cultural impact. The analysis of rhetorical features should take up the bulk of the essay, and you may use the handouts as well as the guidelines below to assist you. The values/cultural impact should be the argument about the importance/relevance of the artifact, and you should use the rhetorical features to *build* to this. You should only address the cultural impact in detail in the conclusion.

*Rhetorical Features*

* Where did this artifact come from? Who was it produced by?
* What is the main idea of the commercial (i.e. what is it selling in terms of values embodied by the product)?
* Who is the intended audience? What features of the artifact indicate this?
* What strategies does the author use? How do they appeal to the audience (in relation to logos, ethos, and pathos)?

*Aspects to Consider When Composing*

1. Compose your analysis of specific features of the text *first*. Then, write the conclusion. Finally, write the introduction and the thesis statement.
2. Your introduction should do three things. First, you should introduce the commercial: what it is, where you found it, and why it is important. Second, you should provide a brief summary of the artifact, explaining major plot steps or points in the argument. Third, you should make some *arguable* interpretation of the commercial as your thesis statement.
3. Remember that a thesis should have an arguable claim, a roadmap, and should address “so what?”
4. Your body paragraphs should focus on different *specific* aspects of the commercial. Isolate scenes, dialogue, shots, quotations, etc., and use the terms and questions from the handouts and reading to assist you in analyzing them. Each body paragraph will focus on a different aspect of the cultural artifact. You **may** want to have each paragraph address a different rhetorical appeal or persuasive strategy.
5. When you are composing each body paragraph, find your examples *first*, and then write your interpretation. **Stay close to your specific examples, explaining in detail how they function rhetorically**, and describing what persuasive strategies they employ, as well as what values and ideas they embody culturally.
6. Your conclusion should make some argument about how to *broadly* interpret the artifact. What place does it have in culture? What values does it embody?

*Resources*

Once you have chosen your artifact, make sure you carefully read over the essay assignment. After you have a clear understanding of the assignment:

* review the handouts and reading from this unit
* review the in-class pre-writing we did for this project
* review *The Little Tiger Handbook* pp. 49-53

Only after you have reviewed this material should you sit down to write.