Option A

**Sample Rhetorical Analysis Assignment**

**Overview:**

To demonstrate your understanding of the rhetorical strategies we have discussed in class, it is your turn to analyze an advertisement of your choice.

**The Specifics:**

You will work to find an ad from a television or radio commercial that strikes you in some way. You will work to:

1. Determine the intended audience of the ad. To help with this, think about:
   1. the subject of the ad.
   2. the language that is used in the ad.
   3. the predominant images that are used.
   4. if there is music, the type of music that is used.
2. Determine the overall purpose of the advertisement. Is the ad used to persuade you to buy something, educate you on an issue, motivate you to join a cause?
3. Write a 1 to 2 brief synopsis on whether the ad effectively reached its purpose, citing reasons and examples.
4. Identify what parts of the rhetorical triangle were most prevalent, with examples.
5. Present all of these findings to the class. The method of presentation is up to you! It can be a PowerPoint, a Prezi, a poster, or an Animoto,.

**Sample Rubric:**

\_\_\_\_\_ Stated the intended audience *(20 points)*

\_\_\_\_\_ Stated the purpose of the ad *(20 points)*

\_\_\_\_\_ Synopsis on whether the ad effectively reached its target audience. *(20 points)*

\_\_\_\_\_ Discussed the parts of the rhetorical triangle that were most apparent. *(20 points)*

\_\_\_\_\_ Presentation (eye contact, stance, clear delivery, etc.) *(10 points)*

\_\_\_\_\_ Grammar/usage/mechanics *(10 points)*

Option B

**Identifying Rhetoric in Writing**

**Optional Texts to use in the classroom:**

George W. Bush’s Bullhorn Speech on September 14, 2001: <http://www.americanrhetoric.com/speeches/gwbush911groundzerobullhorn.htm>

This speech was short and sweet but is loaded with rhetorical strategies. The site also links to a video of the speech.

President Barack Obama’s 2004 Democratic National Convention keynote address:

<http://www.washingtonpost.com/wp-dyn/articles/A19751-2004Jul27.html>

Obama is known as a skilled orator, and this address to the DNC earned rave reviews from Democrats and Republicans alike.

Patrick Henry’s “Give me liberty or give me death!” speech:

<http://www.history.org/almanack/life/politics/giveme.cfm>

Martin Luther King, Jr.’s “I have a dream!” speech:

<http://www.americanrhetoric.com/speeches/mlkihaveadream.htm>

Atticus Finch’s closing argument in Harper Lee’s To Kill A Mockingbird:

<http://www.sweetspeeches.com/s/272-atticus-finch-all-men-are-created-equal>

Al Pacino’s “Inch by Inch” speech in *Any Given Sunday*:

<http://www.european-rhetoric.com/analyses/al-pacino-inch-by-inch-motivational-speech/>

**Additional Resources:**

American Rhetoric – <http://www.americanrhetoric.com/>

This is a site that stores famous speeches throughout American history. It has links to text, audio and video and is the perfect resource for incorporating more nonfiction, historical readings for rhetorical analysis with (or by) students.

Adbusters – <http://www.adbusters.org/>

This is the “journal of the mental environment.” This site features ad parodies that provide commentary about popular culture.

YouTube – <http://www.youtube.com/>

YouTube is a website that houses a collection of videos, everything from music videos to movie clips to commercials. Depending on what grade level you teach and how in depth with rhetorical analysis you wish to delve, YouTube could be a resource for finding commercials and clips to suit your students. I have provided the links to commercials of a much more serious nature than the ones I provided on the PowerPoint. These could work well with older students but would require a framework for discussion and a follow-up activity of some sort. They are powerful commercials and really show the effects of language and rhetoric.

Anti-smoking campaign: <http://www.youtube.com/watch?v=GEWky9PEroU>

PSAs for anti-bullying

Morgan Spurlock’s trailer to *The Greatest Movie Ever Sold:* <http://www.youtube.com/watch?v=T4Ng2P3zxfM>

Newseum - <http://www.newseum.org/todaysfrontpages/>

This is a link to the Newseum, Washington D.C.’s museum of all things news related. Their site houses links to images of the front pages of renowned nationwide newspapers, as well as many international papers. I have found this useful when going into a more in-depth study of the importance of audience. I like to pair students up and have them choose a front page newspaper. They have to look at the articles, the subjects of the articles, and how the information is conveyed. We come together as a class to see what subjects were present in all geographical areas, what topics were local, and what those pieces told us about the intended audience. A spin on this assignment is to have the students report back all the information without telling the class the publication city of their paper. Based on the stories, the rest of the students like to guess the area it is from.

Forbes - <http://www.forbes.com/sites/marketshare/2011/04/18/what-is-the-best-advertising-in-2011/>

This is a link to a page on *Forbes*’ site. This page contains a listing of links to what the magazine believed were the best advertisements of 2011. A new list is released each year.

Read, Write, Think - <http://www.readwritethink.org/classroom-resources/lesson-plans/video/persuasive-techniques-advertising-1166.html>

This link takes you to a video which summarizes the rhetorical strategies and explains them in full.