**Rhetorical Analysis in Advertising**

Now that we have become ‘experts’ in discovering rhetorical techniques in advertisements and commercials, you will use your knowledge and write a 2-page (600+ word) rhetorical analysis.

Find an advertisement – actually, a commercial (2015-2016) – that you find persuasive. Write an analysis discussing why you think it is effective. Refer back to Chapter 8 looking at the different organizations of this kind of analysis, as well as the examples provided (Red Bull).

Keep in mind the exercises we have done in class this week. Look at the different techniques: ethos, pathos, logos, etc. You should identify the topic, angle, target audience, purpose, persuasive techniques, what else do you notice?

Look at page 158, The Ad Critique. Notice the strategies they offer for your analysis. With your analysis, you must include a ‘link’ to your ad. Remember, we are focusing on commercials, not print ads.

Requirements: 600+ words, double-spaced, MLA format in your google folder

Due Date: Friday, October 14, 2016