Essay 4: Analytical Essay (In-Class Essay)
English 1A | Chaffey College

We have spent time in class analyzing advertisements—taking visual media and looking for the subtext or hidden messages embedded in the surface message. Now you'll select an advertisement and evaluate what messages are conveyed through this text. Is this ad a critique? How does it make the viewer feel? What is its relationship to the ad? What choices did the artist make to draw your attention to certain emotions or images in the ad? How do you know?

Write a 4-6 page thesis-driven essay analyzing an advertisement of your choosing. You must provide the printed ad (in color) with the final draft and provide correct MLA citation format in the Works Cited page.

Your essay must also demonstrate critical thinking, include examples from the ad (context) to support your claim. Remember to identify the intended audience, then determine what rhetorical strategies the creator/author employs to manipulate the intended audience.

Rhetorical Analysis: Structure & Content
• Have a clear thesis statement (CSC formula).
• Consider purpose, audience, and tone
• Introduce your audience to these terms and other terms you choose to use (ethos, logos, pathos, etc.) and define them
• Provide specific examples from the advertisement. Refer to the Visual Analysis handout given in class.
• Explain your examples. What do they represent? Why are you using them as an example?
• Analyze—what do your examples demonstrate or prove regarding the ad? How do they further your point?
• What do we learn from your analysis? What is the significance of your analysis/findings?

Audience & Purpose
Presume your reader does not know the topics that you choose to discuss and the terms that you choose to use. Perhaps your reader is someone not from this course or maybe even not familiar with the U.S. and its latest controversies. This means that you will have to fully explain and define yourself and the words that you include. The purpose of this essay is to analyze rhetorical strategies in-depth, which means that you will need to use a lot of evidence and explanation to support your points.

Format
All drafts, outlines, and final essays must be typed and printed following MLA formatting: Times New Roman, 12-point font, one-inch margins all around, double-spaced.

Deadline
This final paper must be written, submitted, and uploaded to Turnitin.com by 7:30 pm on December 13, 2016. You must be present in the classroom on that date to submit your final essay.

Grading
Consult the analytical essay rubric for specific requirements. Available for download at http://francescagachoenglish.wordpress.com