**Visual Arguments as Used in Ads or Commercials**

**Directions:**  This assignment prompts you to identify the strategies that a particular visual argument employs.  One of the reasons this is useful is that it requires you to understand not just what writers are saying, but also the purposes and motivations behind their arguments.  Also, as you get more comfortable identifying the strategies other writers/directors employ, you will be able to utilize these strategies effectively in your own writing/arguments.

The goal of a rhetorical and visual analysis is not only to analyze *what* a writer is arguing about concerning an issue, but also to analyze *how* the writer and creator of the visual is presenting the argument. You’ll do this by analyzing the use of rhetorical strategies.  Using a text/ad/commercial you will provide an objective analysis of the strengths and weaknesses in the writer’s/director’s use of ethos, logos, and pathos within the textual and/or visual argument(s).

**Ad/Commercial: Iphone4 “smiling commercial”**

1. Audience: Who is the targeted audience for this argument? Be as specific as possible.

*Ex: Men between the ages of 20-40; Older, retired couples; etc.*

1. Purpose: What is the goal or objective of the ad/commercial/argument? Hint- the answer is more than just selling an item!

*Ex: ASPCA commercials convince their audience that the money they provide the company will improve the lives of innocent animals.*

1. Tone: What feeling is created in the ad/commercial/argument? Remember, there may be more than one as the ad/commercial may shift focus.

*Ex: AT&T claims to provide better service than Verizon so they show their customers as happy and pleased while the “Other Patrons” are constantly disappointed.*

1. Where in the ad/commercial/argument is the Rhetorical triangle used?

*Ex: When the dog is whimpering and shivering behind the bars of their cave the director is employing empathy (pathos) from viewers.*

1. Which of the three devices was most prevalent in the ad/commercial/argument?

Why? (Remember, you must take into consideration purpose and audience when answering this question.)

**Ad/Commercial: Coke commercial- “Young Couple”**

1. Who is the targeted audience for this argument? Be as specific as possible.

*Ex: Men between the ages of 20-40; Older, retired couples; etc.*

1. What is the goal or objective of the ad/commercial/argument? Hint- the answer is more than just selling an item!

*Ex: ASPCA commercials convince their audience that the money they provide the company will improve the lives of innocent animals.*

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*Ex: AT&T claims to provide better service than Horizon so they show their customers as happy and pleased while the “Other Patrons” are constantly disappointed.*

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**Ad/Commercial: Lexus Commercial**

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*Ex: Men between the ages of 20-40; Older, retired couples; etc.*

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**Ad/Commercial: Scott Tube Tower**

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