

English 105 Assignment X: Rhetorical Analysis of Television Commercials (WOVE)

Course Objectives

Written Analysis:

Students will be able to:

1. Write a clear and interesting thesis supported by specific, concrete details.
2. Compose an essay with an introduction, paragraphs of support, and conclusion. Use transitions guide the reader from paragraph to paragraph.
3. Use correct usage, punctuation and grammar conventions.
4. Make connections with class readings, learning and discussions.
5. Provide a sufficient and interesting description of the commercial.
6. Incorporate the rhetorical criteria in the WBTU in the written analysis.
 - Audience
 - Message and Appeal
 - Delivery and Appeal
 - Credibility
 - Culture
7. Contain a minimum of 2 visual images (screenshots from commercial).

Oral Report:

Students will be able to:

1. Reflect thorough thinking, planning and rehearsals.
2. Get and maintains the audience's attention.
3. Use appropriate body language and variation in tone of voice.
4. Presentation has an introduction, supported analysis, and conclusion.
5. Transitions organize the presentation to guide the audience from point to point.
6. Provide a sufficient and interesting description of the commercial.
7. Make connections with class readings, learning and discussions.
8. Provide a sufficient and interesting description of the commercial.
9. Discuss the rhetorical elements to explain the effectiveness of the commercial (see written analysis criteria).
10. Use visual aids including a transcript and screenshots from commercial. Powerpoint or a poster may also be used.