

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

Written Analysis Due: Wednesday (Day 7)

Peer Review of Written Analysis: Monday (Day 5)

Oral Analysis Due: Wednesday and Friday (Days 6 and 7)

Purpose and Audience

The purpose of this assignment is to understand rhetorical elements and their functions by analyzing an oral message with visual support. Additionally, it will foster and develop critical thinking skills and the application of these tools to support a written argument and oral presentation. Students will also develop knowledge and respect for other cultures.

The audience for this assignment is your instructor and your classmates.

Getting Started

Review Part 2 and read chapters 15 and 17 of *everything's an argument* to develop a framework to better understand rhetorical elements and their functions.

The Assignment

Using the rhetorical elements discussed in class, you will conduct a rhetorical analysis of a 30 second television commercial from your country. If you cannot find one from your country, please consult with your instructor.

Then, you will write a 3-4 page composition to describe the commercial and conduct an original and creative analysis using the rhetorical elements discussed in class. Use examples from the commercial to support your analysis.

Finally, you will conduct a 3 minute presentation in class defending your written analysis.

There will be plenty of class time dedicated to the discussion of the rhetorical elements and practice.

Evaluation Criteria (Written Analysis)

- ◆ Contains a clear and interesting thesis supported by specific, concrete details.
- ◆ Has an introduction, paragraphs of support, and conclusion. Transitions guide the reader from paragraph to paragraph.
- ◆ Uses correct usage, punctuation and grammar conventions.
- ◆ Makes connections with class readings, learning and discussions.
- ◆ Provides a sufficient and interesting description of the commercial.
- ◆ Incorporates the rhetorical criteria discussed in class and the WBTU in the written analysis.
 - ⇒ Audience
 - ⇒ Message and Appeal
 - ⇒ Delivery and Appeal
 - ⇒ Credibility
 - ⇒ Culture
- ◆ Contains a minimum of 2 visual images (screenshots from commercial).

Evaluation Criteria (Oral Report)

- ◆ Reflects thorough thinking, planning and rehearsals.
- ◆ Gets and maintains the audience's attention.
- ◆ Appropriate body language and variation in tone of voice.
- ◆ Presentation has an introduction, supported analysis, and conclusion. Transitions organize the presentation to guide the audience from point to point.
- ◆ Provides a sufficient and interesting description of the commercial.
- ◆ Makes connections with class readings, learning and discussions.
- ◆ Provides a sufficient and interesting description of the commercial.
- ◆ Discusses the most of the rhetorical elements to explain the commercial's effectiveness (see written analysis criteria).
- ◆ Uses visual aids including a transcript and screenshots from commercial. You may also use Powerpoint or poster.

Video Resources

<http://www.youtube.com>

<http://video.yahoo.com>

<http://video.google.com>

WBTU

<http://tesl.engl.iastate.edu/510/F06/wbtu/wbtu.html>

Unit schedule on next page.

Schedule of Commercial Analysis Teaching Unit

Date	Topics	Readings (Read before class)	In-class tasks	Homework
Mon Day 1	Introduction	Review <i>Everything's an Argument</i> Part 2; read chapters 15 (pp. 301) and 17 (pp. 348)	Discuss understanding of commercials (V) (O) In-class free writing (W)	Explore the video resources on the assignment sheet and locate two additional sources for videos from your country. (E)
Wed* Day 2	WBTU Tutorial		Complete the WBTU tutorial section (E)	1. Review WBTU tutorial section. 2. Complete WBTU practice and assessment sections.
Fri Day 3	Rhetorical element activity		Rhetorical element activity (W) (O)	1. Choose a culture-rich commercial for the analysis essay 2. Make a story board for the commercial (V) (E)
Mon Day 4	Storyboard activity		Storyboard activity (V) (O)	1. Write a transcription for the chosen commercial (W) 2. Write the first draft of analysis essay (W)
Wed* Day 5	Peer review activity		In-class peer review- bring an e-copy of the chosen commercial, three copies of your analysis essay and transcription (W)	1. Make PowerPoint for oral presentation (V) (E) 2. Rehearse oral presentation (O)
Fri Day 6	Oral presentation		Oral presentation (O)	Write the final draft of analysis essay (W)
Mon Day 7	Oral presentation		Oral presentation (O)	Revise the final draft of analysis essay (W)
Wed* Day 8				Final draft of the analysis essay (Due)