Analyzing the rhetorical situation, use of rhetorical appeals, and visual elements in an advertisement.Analyze the artifact by describing how the author of the visual employs the rhetorical techniques, contextual or situational factors that are relevant to the work and whether or not the author successfully accomplished his or her agenda based upon the elements of the rhetorical situation and use of rhetorical appeals.  
Author: (Who is the author?)  
Purpose: (What is the author trying to accomplish? – Why did the author feel the need to write the text?)  
Audience/Relationship to the Reader: (To whom is the text addressed?)  
Context: (What are influencing factors surrounding the event of the text?  
Where/When was the text written?)  
Voice: (What is the overall tone of the text?)  
Genre: (What type of writing is the text?)  
Strategies: (How did the author create the text? Does the author follow prescribed  
Methodologies? Does the author deviate from the norm?)  
Effectiveness? (Is the author rhetorically effective? Does the text ‘move’ you? Does the text convincingly get you to think critically/differently about the topic/subject matter?)  
Your rhetorical analysis should demonstrate how the author utilizes one or more of the three elements of the rhetorical appeals:  
  
 Ethos: Appeals to the character and expertise of the writer or speaker  
 Logos: Appeals based on logic, reasoning, and evidence concerning the subject  
 Pathos: Appeals to the beliefs and values of the audience.  
Develop a Clear Thesis Statement.  
Avoid lengthy, verbatim quotations and paraphrases of the original text. Limit use of these. The majority of the paper should consist of own analysis.