

One Minute Analysis

- 1) Select a "text" of your choice: an ad from a magazine, a commercial on YouTube, a package out of your pantry, etc. (The text you select should be brief, something the class can "get" at a glance.)
- 2) Consider your selected text in light of rhetoric: Who is the "speaker" behind it? Who is its intended audience? What's the message it's sending? How does it make use of the appeals? Are there any strategies at work in the text?
- 3) Bring your text with you to class on Tuesday, Jan. 26th and be ready to give a "One minute analysis," where you explain to the class how you see rhetoric at work in your chosen text. This will be an informal presentation.

Note: You will be graded on preparation, depth of thought, clarity of presentation, and how accurately you are able to identify and discuss the elements of rhetoric we've been discussing in class. Also, this is meant to be a fun assignment. Choose a text you think is fun, cool, worth discussing, maybe something that is funny or shocking or shady. This is an opportunity for you to "play" to learn!

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