

ENGL 1301 Visual Rhetorical Analysis

Assignment Write a rhetorical analysis of 1,050-1,300 words. Follow the principles in Chapter 14, the elements in the Power Point slides, and study the “Characteristic Features” on p. 235. The chapter covers four types of analysis, so see pp. 256-61 for specific information about visual analysis. Because you will be analyzing a message or argument from another communicator, Chapters 18 will also be useful. In this course, we will be analyzing texts that have words as well as images. Both elements should be discussed in your essay.

Purpose Your finished essay should communicate to your readers the most outstanding and powerful approaches used to target an audience and “sell” the product, whatever it may be. Begin by doing an audience analysis of your particular visual. You should analyze the strategies used in the ad, video or picture and explain their effects in detail. After reading your essay, your audience should know the strategies used, along with what message is sent, and what impact this has on their specific audience.

Audience You should imagine your potential audience as scholarly and professional. Consider that you may be writing for an advertising or publishing firm, explaining the strategies used in a particular ad, video, or photograph. Your audience is intensely interested in the most effective product possible, and you have been asked to analyze this particular image and text.

Sources In addition to the text you analyze, you must use at least two sources, and you must accurately give credit for the information you use from those sources. Review Chapters 20-28 as needed. Use only scholarly, credible sources from individuals or organizations with verifiable expertise on the topic.

Library Databases Every writer should spend time researching his or her topic in the library databases, which are likely to yield the best sources. To access the library databases while off-campus, the user name is RCC5268, and the password is TX77511. (Use capital letters.)

Format Prepare your essay in MLA style: Times New Roman, 12 pt. font, double spaced, 1 inch margins all around, include a header, and include a heading. No contractions. Third person point of view only.

Topics You may choose your own advertisement/commercial for this assignment, but you must get the topic approved by your instructor. The text must be primarily visual and should make a clear argument, i.e. be persuasive in nature.

Organization Be sure to set up the essay according to the guidelines reviewed in the Power Point slides.

- Essays that are so riddled with errors they are hard to understand will receive a failing grade.

- For every ten words under word count or over word count, a one point deduction will be given to your overall score.
- Essays that do not contain sources or a Works Cited page will receive a 25 point deduction.

Grading Criteria:

Element	Excellent A 25-22.5 points	Good B 22.25-20 points	Acceptable C 19.75-17 points	Marginal D 17.25-15.75	Poor F 14.75-
Focus: 25%	Effectively addresses the writing task in a thoughtful and organized manner	Addresses the writing task in a thoughtful manner with some errors in organization	Addresses most of the writing task with some errors in organization	Some errors in addressing the writing task and some issues with organization	Does not address writing task and/or substantial issues with organization
Logic: 25%	Consistently and accurately interprets evidence, draws warranted conclusions, analyzes alternative perspectives, and evaluates where appropriate	Accurately interprets evidence, draws warranted conclusions, analyzes alternative perspectives, and evaluates where appropriate	Accurately interprets evidence, draws warranted conclusions, some analysis and evaluation of alternative perspectives	Some interpretation of evidence, draws conclusions, little analysis and evaluation of alternative perspectives	Little/no interpretation of evidence, unwarranted conclusions, no analysis or evaluation of alternative perspectives
Style/Correctness: 25%	Consistently uses language that is precise, varied, and vivid; employs diverse and appropriate sentence structure throughout; No errors in grammar, punctuation, and spelling; MLA formatting is correct	Uses language that is precise, varied, and vivid; employs diverse and appropriate sentence structure throughout; Few errors in grammar, punctuation, and spelling; MLA formatting is correct	Uses language that is precise, varied, and vivid; some sentence structure issues; Some errors in grammar, punctuation, and spelling; some issues with MLA formatting	Language used needs to be more precise and varied; sentence structure issues; Many errors in grammar, punctuation, and spelling; many issues with MLA formatting	Language is not academic in nature; major sentence structure issues; Major errors in grammar, punctuation, and spelling; MLA formatting incorrect
Research: 25%	Consistently selects appropriate source material; correctly integrates outside source information; cites information accurately	Selects appropriate source material; correctly integrates outside source information; cites information accurately	Most source material is appropriate; correctly integrates outside source information; cites information accurately	Some source material is appropriate; poor integration of outside source material; incorrect citation of information	Inappropriate source material; poor/no integration of source material; incorrect citation of information
Total:					

