

ENGL 1301 Visual Rhetorical Analysis Outline

Assignment You will outline the elements you have chosen to analyze from a specific advertisement or commercial- print or video. It doesn't matter. Pick three elements based off of the list on the Power Point slides. Notice how I veered away from ethos, pathos, and logos, and focused on other aspects that contribute to those concepts. Pay attention to my example, noting the details in the thesis restatement in the conclusion- which is not a copy and paste element. It means you rephrase your thesis. And notice how I include the purpose- ultimately the goal of an advertisement is to buy the product, but you need to also include how the elements do so. I have done so

Organization Create your outline similar to this:

- I. Introductory Thesis Statement
- II. Body Paragraph #1 Topic Sentence
 - I. Example #1
 - II. Example #2
- III. Body Paragraph #2 Topic Sentence
 - I. Example #1
 - II. Example #2
- IV. Body Paragraph #3 Topic Sentence
 - I. Example #1
 - II. Example #2
- V. Concluding Topic Sentence

Example Outline:

- I. In Nike's "Girls" commercial, the lighting, music, and repetitive symbols create a compelling advertisement, encouraging women to trust the company and purchase Nike products.
- II. The lighting changes from dim to bright by the end of the commercial, revealing the transcendent values the company has about women.
 - A. Opening scene with girl on stage
 - B. Ending scene with girl on field
- III. Additionally, the music plays a pivotal role in our perception of girls, contrasting traditional views with modernistic ones.
 - A. Classic Russian song performed by child, soft and sweet
 - B. Change in tempo and song, gradually becoming louder

IV. Last of all, the constant reminder of Nike is seen throughout almost every scene, imprinting the brand on the mind so the audience will not forget which product to purchase.

- A. Female runner in aisle wearing Nike clothes
- B. Female gymnast in Nike clothes
- C. Female boxer in Nike clothes

V. The combination of these subtle elements convince the audience that girls can be more than society's traditional expectation, thus encouraging the audience to buy a product that promotes equality.

- I need to see the thesis statement, topic sentences, and examples. It doesn't need to look exactly like my organization, just make sure you have those three specific elements.