

## WA 4: Advertisement Analysis Essay

### Overview

The advertisement analysis writing assignment asks you to expand your writing skills to include analysis, which essentially means to examine in detail the parts of a text, phenomenon, or event to come to a greater understanding of the whole, and its wider importance and implications. In this essay, you will analyze the rhetorical strategies of an advertisement of your choice. Your analysis should touch upon the rhetorical strategies used, such as Ethos, Pathos, and Logos (see *Models* 551-552).

We will operate under the assumption that advertising is a very powerful cultural force, both reflecting and shaping important values, beliefs, and priorities within American culture.

### General Instructions

Select an advertisement that appeals to a very distinct audience. For this assignment, you must choose advertisements that **incorporate more than one person/model** into the advertisement. You may not utilize advertisements that only feature photographs of a product (For example, a cologne bottle.) Analyze the ad in detail, describe the **rhetorical strategy** of the ad, and explain how the ad appeals to its target audience. Additionally, explain the characteristics of that audience.

### Creating A Thesis

Your thesis should make an argument about how the advertisement functions overall. In order to do this, you first need to analyze your ad thoroughly and come to some sort of conclusion about how the ad functions or achieves its goal.

**Example Thesis 1:** The advertisement utilizes sex to sell its product to a very distinct audience.

**Example Thesis 2:** The Nivea lotion advertisement sells its product by playing on the female consumer's sense of an "ideal" body image.

### Your Audience

Skeptical peers who do not believe that advertisements have any real power over decisions made or have an impact on the culture. Therefore, you will need to carefully and thoroughly explain not only the ad content and rhetorical strategies, but also illustrate the cultural values the ad calls upon and/or embodies.

### Requirements:

- Minimum 2 ½ pages.
- MLA formatting
- Photocopy of your ad stapled to the back of your final draft.
- Submit the outline, first draft, and final drafts to turnitin.com
- Apply **Points to Remember** from previous assignments, such as NO 1<sup>st</sup> or 2<sup>nd</sup> person.
- You will be graded on adherence to topic, relevance of details, organization, analysis, formatting, and mechanics.

## **How to Craft an Eye-Catching Advertising Analysis Essay**

As you probably know all too well, advertising has played and continues to play a major role in modern life. It fills hours of television programs, takes up space on just about every web page online, and lines roads to everywhere you go. A very common type of assignment is an analysis of advertising from one of several points of view. Here's how to craft a great and eye-catching advertising analysis essay that is sure to impress your readers:

### **Step 1: Introduce the service or product advertised**

In your introduction you should make sure to first introduce what the advertisement your essay will focus on. It doesn't matter if you are talking about a political party, a dinner sale at a restaurant or a record store, you should get right to the point as early as possible. Never assume that your reader is automatically familiar with the product or service. Give a brief history and a thorough description. It's also a good idea to show how your subject compares with some of the products from competitors and give some idea of it's supposed market share.

### **Step 2: Say who is targeted in the advertisement**

You should be aware that it's impossible to create an advertisement that reaches or appeals to every market segment in a community. Each advertisement is affected by its target audience, so your analysis should try to discern just what that target audience is. Some advertisements are clearer in their intent than others, but each should have a particular group of people it addresses. Discuss how both the intent and the target audience work together to create a message or an idea within the advertisement.

### **Step 3: Describe how effective the advertisement has been**

The last step to writing a great advertising analysis essay is to explain how popular or how effective the advertisement has been. This used to be pretty difficult to figure out. Years ago this was measured by working out how many people watched a television show when a commercial ran or how many people bought a magazine or newspaper an advertisement appeared in, but now the internet has provided marketing experts and businesses with tracking tools to figure out how many people viewed an advert. The best advertisements, whether pictures or videos, go viral and are sent to friends, family members, coworkers, etc. Using these numbers will give you pretty good idea of how much reach an advertisement has been.

Source: [ccgradthesis.com](http://ccgradthesis.com)