

WELCOME STUDENTS

ENG 180 Section 10

College Writing 1

”

Thurs., September 9, 2021

Rhetoric (n.)

The art of identifying and using the best available means in a given situation to ethically persuade an audience. - Aristotle



Prof. Jen Anne Becker

JA-Becker2@WIU.edu

Virtual Office Hours

<https://tinyurl.com/ProfBhours>

M 2:00-3:30pm

In-person: Simpkins 108 Th 11am-12pm

Today's Agenda

- Freewrite
- Review Main Points from Readings
- Group Work
 - ◆ Be prepared to share responses
- Begin Rhetorical Analysis Invention Worksheet
- Wrap-up/Reminders

Freewrite

What is working (or not working)?

- As we come to the end of the 3rd week of the semester, how do you feel about our hybrid class situation? What is working well? What frustrations do you have? Recommendations or Suggestions? How can we make this a more interactive classroom even though not everyone is in this room? Or are you content with the way things are?
- Please use your folder in our shared google drive for your responses.

How to analyze visual rhetoric

- Rhetorical Analysis is much more than simply summarizing and reflecting on what a writer/author/designer is saying.
- While drafting rhetorical analysis, a writer needs to be comfortable asking a lot of questions like what is the purpose? or who is the audience? How is evidence used to support claims and reasons.
- Some research may be necessary to know more about the author of the ad or the company sponsoring the ad.
- Performing a “Close Reading” can help:
 - ◆ Identify the claim
 - ◆ Interrogate reasons and evidence
 - ◆ Identify Appeals
 - ◆ Examine style and language

How to analyze visual rhetoric (Cont'd)

→ Make an Interpretive Claim.

- ◆ This is a brief statement that helps readers understand your overall analysis.
- ◆ Does the ad use appeals effectively?

→ Use evidence or examples to support your claim.

- ◆ Quotes from the ad should be in quotation marks.
- ◆ Evidence can also be an image or colors used for a certain purpose.

→ Is the ad's overall claim effective?

Comments/Questions

Analyzing a Visual Advertisement

In our last class we talked a lot about visual elements used in rhetoric. Today we will more specifically apply rhetorical appeals to the visual elements of an ad.

Ethos:

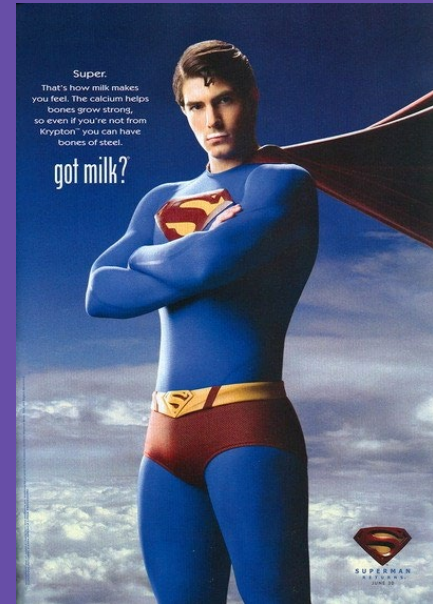
- Who is publishing this image?
- Who is sponsoring this image?
- Who is pictured in this image?

Pathos:

- How does the ad elicit positive emotions from the audience?

Logos:

- What claims does this image make? How do they support these claims?



Group Work

Use our shared google drive “Group Work” folder for today.

- Answer the questions for your group on the google drive document provided.
- Please type collaboratively in the document while working together.
- Please type each group member name at the top of your page.
- Be prepared to share.

After sharing, compare with website information.

Homework Time

→ Begin your Rhetorical Analysis Invention Worksheet using the ad you selected from WO “Visual Advertisements” folder.



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THE

LAST

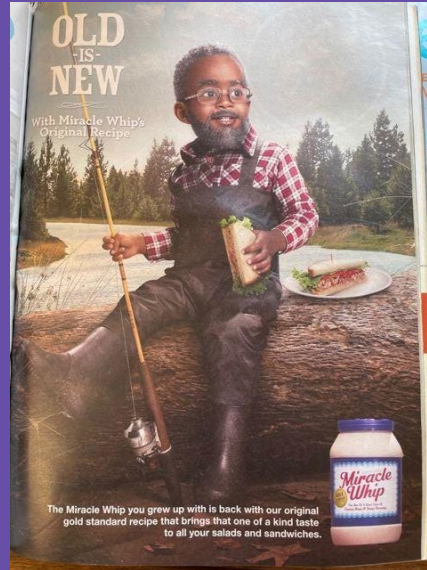
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Reminders

Due tonight on WO by 11:59pm:

- Rhetorical Analysis Invention Worksheet

Readings for Next Class:

- JC: Rhetorical Analysis sample 2 (pgs 59-61)
- IC: Chap 11 - Define your thesis, -Take a position, -Draft your thesis statement (pgs. 165-170)
- IC: Chap 12 - Analyze Texts (pg. 180-181)
- IC: Ch. 13 & 14 (pgs. 183-200)

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