

Rhetorical Analysis

Rhetorical Analysis


- A rhetorical analysis is a breakdown of how the author uses words and images in order to influence a particular audience
- For your project, you will analyze the rhetorical choices of a print advertisement

Audience-based Reasoning

- It's important to understand the **rhetorical context** of the ad so that you can understand why the author made the choices that they made
- To remember the rhetorical context, think of the rhetorical triangle: author, audience, and purpose
- Assume that all of the choices made within the advertisement are purposefully made based on what the author knows about the audience


Practice

**THE SHOE
WORKS IF
YOU DO.**



The Nike Sweet Classic High is comfortable while still remaining in style. With great quality and a wide variety of colour options, these sneakers are perfect for casual use. Stay fly, stay fresh and get yourself a pair.

JUST DO IT.



nike.com


- Who is the author?
- Who is the audience?
- What is their purpose?

Rhetorical Appeals

- The rhetorical appeals include **ethos**, **pathos**, and **logos**
- **Ethos** – credibility, ethics
- **Pathos** – emotional responses
- **Logos** – logic and reasoning; also includes how the argument is put together


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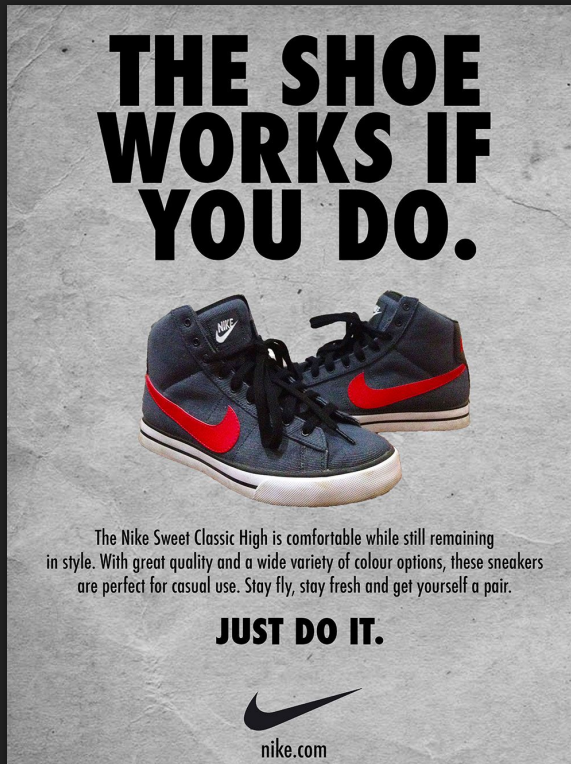
JUST DO IT.




nike.com

- Ethos?
- Pathos?
- Logos?

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- Ethos?
 - Credible because they're a household name in shoes.
 - Says Nike, has four Nike swooshes, and cites nike.com
- Pathos?
 - "Stay fly, stay fresh and get yourself a pair"
 - In order to be cool and manly you need the shoes
 - "Get yourself a pair" is similar to "grow a pair" so it could be a suggestion that these are required to be masculine
- Logos?
 - Main claim: Buy these Nikes to be a hard-working, cool, masculine man

Design Elements

- The design elements are the building blocks that make up a design, such as color, layout, text, and shape


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- Layout?
- Color?
- Shape?

Practice



- Layout?
 - Shoes are in the middle of the page which draws your eye to them
 - Everything is centered which makes it look very clean and formulated
- Color?
 - Everything is grey but the swooshes are red, which makes them stand out
 - Red is a bold color that can stand for power
 - You are powerful if you buy/wear these shoes or any other Nikes
- Shape?
 - The way the shoes are positioned it creates an arrow downward toward the text to encourage you to read it
 - The shoes also create a Nike swoosh