

Analyzing Advertisements

Analysis and Academic Presentations

Rhetoric 10:003
Deirdre Egan Fall 2007
Major Speech #2

The Assignment: Analyze an ad. In a 5 minute presentation, you'll **analyze an ad (print or video) and present a claim about the messages embedded in it.**

You should use the sort of analytical tools we've been talking about and practicing in class to do **a very close reading** of the ad you've chosen. So, look at the format (Thomas Gunn's 12 master formats) to get an idea of the strategies being used to persuade us. You should look for pseudospiritualism (Klein), and stories about meaning and community. You should think about what is portrayed as normative, and whether the ad reinforces or challenges traditional assumptions about gender, race, class, sex and sexuality, family, nation... etc.

The key to a successful speech will be the claim you make. Your claim will sound something like this:

Disney's ad paints a picture of the US as a country free of ethnic and class divisions, built on traditional gender roles and around an ideal of a heterosexual nuclear family. It is nostalgic, idealistic, and romantic. It is also monotonous and constraining, a vision which erases rather than celebrates the differences that have made this country great.

Format

You're going to do a presentation to the class. You're going to show an image of your ad, either a clip or a print still which should be large enough to use as a visual aid. You will do your presentation from a sentence outline (we'll talk about this in class).

Due Dates:

Speech Workshop	Tuesday, 10/9 – Bring a description of your ad, or a still from it, and an outline of your analysis Thursday, 10/11 - Have a detailed outline of your speech, and be ready to present it to the class
Speeches	Tuesday-Thursday, 09/16-09/18

Students' Rights: Why This Assignment Is Important to You. For the next four or five years, you'll be participating in the University of Iowa academic community. Being a member of that community – a student – means you'll occasionally have to do presentations like this. The key to a good presentation is

- (1) saying something
- (2) demonstrating that you understand the key concepts in class, and
- (3) communicating effectively with fellow students.

If you can do these things, you'll get better grades, you'll learn better, and people will find you more interesting.