ESSAY 2: MEDIA ANALYSIS

Length: 800-1000 words
Due: 8 JULY 2018 BY 11:59PM EASTERN TIME
Submission Method: Upload to iCollege submission folder
File Format: .doc or .docx ONLY
File Name: LASTNAME_E2.docx
100 points possible

For this essay, you will undertake a three-part investigation of a persuasive media object. As you know, we have watched videos, looked at print ads, and also looked at news stories in class; you could pick an audio-only piece of media, even though we did not listen to any in class. We discussed a wide variety of what counts as persuasive media; however, your task may be easiest if you pick something that is overtly persuasive like an advertisement. We all need to be savvy consumers of media and this project will help you hone those skills.

Your essay will have an introduction, which contains a thesis, and a conclusion that looks ahead to tangential issues related to your project or sets the bar for other scholars to pick up where you leave off. The body sections (the middle parts) should contain these sections (not necessarily paragraphs—some sections may be several paragraphs, while others may contain one paragraph):

1. **Analysis of the media object**. Identify specific uses of *logos*, *ethos*, and *pathos*. Do not evaluate them in this section, but do describe them as they occur. Remember, not all media contains all three appeals. Also, while you do need to give some of the context, you do not need to summarize the entire media.
2. **Evaluation of the rhetorical appeals**. Do these uses of the appeals work? Do some work and others fail? Why and/or why not? Think about and explain how the persuasion in the piece is functioning.
3. **Reflect and synthesize**. Were you persuaded? Why and/or why not? (It may not be a yes or no situation, and that is okay--explain.) What suggestions could you offer to make the media more persuasive?

The Bottom Line:
This essay needs to be 800-1000 words long and formatted in the MLA 8th edition manner. You will need a Works Cited page for your primary source (the media object). Secondary sources are optional.

Learning Outcomes: 1, 2, 3, 4, 5, 6, 7, and 8

Assessment Rubric for Media Analysis

	Absent/ Beginning (1)	Developing (2)	Competent/ Adequate (3)	Advanced/ Sophisticated (4)
Compelling and appropriate evidence from the media piece				
Specific details and effective evidence				
Coherent organizational structure that supports focus				
Clear connection betweenyour argument and the textual evidence in the piece				
Strong sense of purpose and audience				
Grammar/ Mechanics (correctness and proofreading)				
MLA Formatting				
TOTAL				OUT OF 28