

Homework Log
SFSU BUS 714 – Fall 2012

WEEK 5 ASSIGNMENTS:

- **Week 5 Argument Analysis:**

Write a short, well-supported, well-explained, and well proofread rhetorical analysis of how a given print ad relies on *pathos* - an emotional appeal to an audience - to communicate its messages. You must choose your own advertisement from a print source or from an online source - either is fine. The ad can be for anything at all (e.g. a product, a service, a political group, etc.) but it must be using both text AND image, not just one or the other. This assignment is quite similar to the Week 3 Argument Analysis you did of the *New York Times* opinion column - only this time you are focusing more narrowly on how your chosen print or web ad relies on an emotional appeal to its audience in order to be persuasive. Use the assigned pages from Chapter 2 in *Everything's an Argument* to help you understand what an argument built around making an emotional appeal to its audience looks like.

Again, you must choose your own single ad to do this assignment. Choose one that seems to you to rely heavily on emotion (rather than reason or logic or shared cultural values) to do its primary persuasive work. This rhetorical analysis must be a minimum of **1 full page** but not more than 2 pages of 12-point double-spaced text. You must use standard academic language that has been fully edited and proofread to eliminate all sentence errors. The beginning of your analysis must briefly but thoroughly (2-4 sentences) summarize and describe what your ad looks like, what words are in it, what it's advertising or selling, who is sponsoring the ad, etc. - introduce and summarize your ad for an "ignorant audience" who does not know what your ad is until you describe it. You may include a copy of your ad with your digital submission to me, but it is not required - your summary description of the ad should be enough for me to understand your subsequent analysis of the ad. Your goal is to produce clear, concise summary description and rhetorical analysis that offers convincing support for the conclusions you reach about both the construction and the effectiveness of the argument(s) used in the ad you are examining.

Please use Question Prompts **2, 3 & 4** on page 51 in Chapter 2 of *EA* to help you choose appropriate questions to ask and answer about the text as you seek to analyze its rhetorical structure for this assignment. Again, remember that your primary task is to determine how and why the ad you've chosen to look at uses pathos as its primary appeal to its audience. Remember that you should also be using the rhetorical analysis questions from p 98 of *EA* to help you examine your ad and reach useful conclusions about it.

Note: Remember that you are required to **integrate all 5 of your quiz vocabulary terms this week into your writing** for this assignment.

(Please refer back to this previously posted [Sample Argument Analysis](#) if you still need a good general idea of the kind of close examination of strategy and argument I'm looking for in these rhetorical analysis pieces that you write.)

This assignment is due as its own document attachment by **Monday, Sept 24 by 2 pm via email only:** (christenseng@smccd.edu)

- **Week 5 Start-up Strategy**

Create a "brainstorm" as you prepare for your rhetorical analysis homework assignment this week. A "brainstorm" is a "prewriting strategy" - it's something you do *before* you begin the

formal process of drafting the first version of a piece of writing. A brainstorm is one of several prewriting techniques designed to help you generate writing material by forcing you to get your raw ideas down on paper so that you may begin assessing their usefulness for your writing task. Brainstorms help you sort and organize, connect and separate, retain and delete material (ideas, concepts, terms, etc.) that you may end up using later on in the drafting process of your writing work.

In order to receive credit, your brainstorm needs to be a **full page of "mapped" ideas**, some of which you will end up using in your rhetorical analysis homework this week. You may handwrite this assignment and turn it in to me the day of class, or you may type it up ahead of time and email it to me before class begins - I'll accept it in either format.

Please use the description of this strategy on pp 22-25 of Chapter 2 ("Start-Up Strategies") in your *Business Communication* course text to help you with this assignment. This Purdue OWL Online page on [brainstorming techniques](#) may also help you develop your own brainstorm this week.

This assignment is due in class OR as its own document attachment by **Monday, Sept 24 by 2 pm** via email: (christenseng@smccd.edu)

- **Week 5 Vocabulary Log:**

Create a grid containing 5 new vocabulary words of your choice, drawn from this week's course reading from this or any other of your SFSU classes. The grid must be 3 columns wide and 5 columns long. The 3 vertical columns are to be used, respectively, for the following: the word, its short definition, and a sentence you will write that contains that word used correctly in context (with the word highlighted in red).

Please review this [Sample Vocabulary Log](#) to see what I'm looking for in this assignment.

This assignment is due as its own document attachment by **Monday, Sept 24 by 2 pm via email only:** (christenseng@smccd.edu)

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***Please review this [File Formatting Guidelines](#) sheet *before* you submit your work to me this week to be sure you are saving files in the correct format and naming them appropriately - I will not be able to accept files that are incorrectly formatted or titled