

This week, we will be using everything we have learned about rhetorical appeals and persuasive techniques to analyze ads. Using the ad you picked in class, create a one page thinker analyzing the persuasive techniques it uses. Think about the rhetorical appeals, where you found the ad (the magazine it was in), what the purpose of the ad is, the intended audience of the ad., etc.

Remember all the stuff we have talked about. This is only one page, so try not to focus too much on the fluff in the paper. Really get to the point of it all. Focus as much as you can on WHAT the ad is trying to do and HOW it does that.

General Requirements:

- Ad information and your thoughts on what it contains
- typed in a Word document in MLA format (this means, among other things, double-spaced)
- 1 page (that's all!)
- an original title (ALL works you write need a fitting title, NOT the assignment name)
- your best effort

Your draft (when complete) will be uploaded in a digital MSWord format via Dropbox. (If you use a PDF form or Google Docs, be sure to reformat in Word before submitting.)

PROVIDE DOCUMENT NAMES FOR YOUR WORK AS FOLLOWS\*

- LastnameDRAFT#4.docx (Ex. McMurrayDRAFT#4.docx)

\*\*Leaving the .docx or .doc after the document name will allow the document to be opened in Dropbox without download (don't add it – it will automatically show up).

To change names of already named pieces, find the document, and without opening it, right click. Choose “rename” and fix the name, then “enter.”

STEPS TO COMPLETE DRAFT #4

1. Open Dropbox and Sign In
2. Open your shared drafts folder
3. Either work through this folder and MSWord Online or use Upload to put the required and CORRECTLY titled piece in the folder (Doc title here includes your name DRAFT#4)

DRAFT EVALUATION

Draft #4 will receive feedback and commentary from students in your IMPROMPTU WRITE CLUB group in MSWord comments. Then, it's up to you to decide what you will do next to improve your piece of writing.