

All advertisements seek to persuade audiences to do something. In groups of 3-4, pick an ad to analyze (it can be from a magazine, television, or even social media). Look for examples of the 3 rhetorical appeals: ethos, pathos, and logos. What is the tone of the advertisement? What is the purpose? Who is the audience? Is the ad successful? Why or why not. Then on your own, write a synthesis paragraph analyzing the use of rhetoric in your chosen advertisement. Be sure to include the ad's: audience, purpose, tone, use of the 3 rhetorical appeals, and whether or not the ad was successful and why. Self assess yourself on the rubric provided before turning in your paper.

CCSS W 9-10.9. Draw evidence from literary or informational texts to support analysis, reflection, and research	4	3	2	1
Content	Student clearly answers all parts of the prompt.	Student answers most parts of the prompt.	Student makes an attempt to answer the prompt but does not mention most of the parts.	Student does not address the prompt or presents a misunderstanding of the prompt.
Organization	Demonstrates an effective structure and organization that is carefully crafted to support the claim.	Has a structure and organization that is aligned with the claim.	Attempts a structure and organization to support the claim.	Limited structure and organization.
Style	Skillfully uses words, phrases, and clauses as well as varied syntax to link the major sections of the ad.	Uses words, phrases, and clauses as well as varied syntax to link the major sections of the ad.	Contains limited words, phrases, and clauses to link the major sections of the ad.	Contains few, if any, words, phrases, and clauses to link the major sections of the ad.
Language	Intentionally uses standard English conventions of usage and mechanics.	Demonstrates standard English conventions of usage and mechanics.	Demonstrates some accuracy in standard English conventions of usage and mechanics.	Demonstrates inaccuracy in standard English conventions of usage and mechanics.