

## Paper 4 for EH 101: A Visual Analysis

### Purpose:

The goal of this paper is to strengthen your ability to write a paper that analyzes the rhetorical and persuasive effect of an image, specifically an advertisement. You will explore how argument manifests itself in visual mediums.

### Task:

You will choose an advertisement that you believe contains or makes a visual argument. Then, you will make a claim as to what you think that argument is and describe, analyze, and evaluate the argument, ultimately drawing conclusions as to any larger significance the argument might hold.

You should make a claim/argument about how well your chosen visual text establishes its purpose and whether or not it is likely to have the desired effect on viewers. You should also discuss the visual rhetoric of the image and attempt to address the persuasive message that is being sent to the audience through the image. Make sure to evaluate this argument, and discuss whether or not you believe it to be effective. Be specific and use evidence from your image to support and argue your claim.

When selecting an advertisement, be sure that its argument possesses enough depth for you to write a 800-1,000 word essay. No images are allowed that contain the following: lewd behavior or language, crude nudity, and illegal activities. \*NOTE: Each student's image *must* be approved by the instructor.

### Research:

You must use at least one outside source for this paper, but no more than two. You may choose to use this source to provide background for your image or in another way, but remember that the paper should be your own argument and the majority of it should be in your own words. You must use MLA formatting and make sure to provide a Works Cited page.

### Format:

The final draft of the paper should be 800-1,000 words. Your paper must follow MLA guidelines (there is a sample MLA paper on pages 488-496 in *LB Brief*. This is the format that you should use for all of your college English papers). The paper should have a title centered between the header and the body of the paper.

### Evaluation:

Your paper will be evaluated based on the Shared Criteria in *Resources for Composition* in the *LB Brief* and based on the methods of writing this paper as discussed in class and noted on this prompt.

### Submission and Due Date:

The paper must be submitted to Turnitin.com by **Tuesday, July 7 at 1:00 pm**. Turnitin.com will automatically close at that time and any paper that has not been submitted will be considered late. *No excuses will be accepted for late papers*. If you miss the deadline to submit, consult with the instructor.