**Basic Analysis of an Argument in a Visual Ad**

**Please choose and print-out a visual internet advertisement. If the image is not a color printout, please access it on a full color screen to help complete this analytic exercise.**



 **Identify the following elements that amount to the *argument*** the ad presents:

1. What does the ad seem to be selling?
2. What is the *threat* presented by this ad?
3. How does it promise to *rescue* the viewer?
4. Identify the **main** persuasive appeal that characterizes the ad and state how successful you feel it is in convincing an audience.
5. Identify and explain any evidence (objects, facts, caption, etc.) which leads you to that claim:
6. Find/Make a thesis for this ad, as you perceive it:
* 1st The Topic:
* 2nd Position/perspective on topic:
* 3rd The Main Reason:
* Then write these elements of a claim/thesis as one sentence:
1. Add any other observations about the obvious or subliminal “messages” of this ad, consider use of color, arrangement of elements, tone, etc.
2. What (feeling, value, idea...) is the ad “really” using in order to persuade?