

RHETORICAL SITUATION & CHOICES

1. **Purpose.** What stance does Yoshida take regarding the advertisement? Is his claim evaluative? Why or why not?
2. **Purpose.** How does Yoshida provide his audience with a deeper understanding of how the advertisement is constructed and its effectiveness?
3. **Audience.** Even though this piece was written for a class assignment, and thus his audience are his teacher and peers, this analysis might have other audiences. Who might they be? Why?
4. **Rhetorical appeals.** How does Yoshida establish his ethos? Do you find him to be a credible writer? Why or why not?
5. **Modes & media.** How would the piece be stronger if Yoshida had included visuals of the ad throughout? Which visuals might he have included?

GENRE CONVENTIONS

6. **Elements of the genre.** How effective is Yoshida in presenting a balance of summary and evaluation? Are there places where you wanted more summary? More evaluation?
7. **Style.** How does Yoshida use diction to show that his writing is evaluative? Use specific examples from the analysis.
8. **Style.** How does Yoshida's title prepare you for his analysis? Is the title aligned with his purpose? Why or why not?
9. **Design.** Yoshida has clearly designed this piece as an essay for a class assignment. Consider your response to question 3 on audience. How would he need to alter the design to address a different audience?
10. **Sources.** How effective is Yoshida in providing evidence from the text? Are there places where he might have used more evidence? If so, where? What types of evidence?

CHECKLIST | Drafting a Critical Analysis

Are you thinking of writing a critical analysis? Ask yourself the following questions.

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- Purpose.** What is my central evaluative claim I want to make? What is it that I want to understand about the piece I'm analyzing?
- Audience.** What do I hope my audience learns from this piece? Have I described the piece enough for an audience that is unfamiliar with what I'm analyzing?
- Rhetorical appeals.** Have I established my ethos so that my reader trusts my judgments? Have I used terminology that shows I'm familiar with the genre I'm analyzing? Is my logos evident? Have I used enough evidence to build my case?
- Modes & media.** Is text the only way to present my analysis? How would it be strengthened by including any audio? Visuals? Are there advantages to presenting this digitally? Print?

GENRE CONVENTIONS

- Elements of the genre.** Have I properly introduced the work being analyzed? Have I provided a brief summary? Have I examined the writer/composer's central claim? Have I presented my own clear evaluative claim?
- Style.** Does my title indicate the position I'm taking? Am I using language throughout that indicates how I feel about the work I'm evaluating?
- Design.** Have I formatted this to meet the assignment? Have I used proper essay structure? Do I have a clear introductory and concluding paragraph?
- Sources.** Have I included enough evidence from the work to support my claims? Have I properly cited my information? Have I included a Works Cited page for any of the sources used?