

Guided Reading | Advertisement

Following is an excerpt from another guided reading (for the full guided reading and more on advertisements, see [Chapter 9](#), “Public Genres”). The annotations in the margin to the left of the advertisement for Evian water analyze the rhetorical situation and the rhetorical choices the composers made. The annotations to the right of the ad analyze some typical conventions of advertisements, the genre the composers chose in response to their specific rhetorical situation.

Left: rhetorical situation & choices. In the analysis of the rhetorical situation and choices, the first thing you’ll notice is a discussion of the ad creators’ **purpose**. In this case, the composers’ intention is to persuade the viewer to purchase Evian. Directly below that is a discussion of **audience**. You will see that the audience is not *everyone*. Instead, the audience is specific, such as “people looking for health benefits.” After examining these aspects of the rhetorical situation, the guided reading then presents an analysis of the choices the creators made to **appeal to their audience**. For the Evian ad you will notice that pathos is the central appeal (see [Chapter 9](#)). Noticing this will help you understand how an advertisement might be motivating you to take action. Finally, the annotations note the composers’ choice of **modes and media**. The Evian ad offers an example of the power of a prominent visual with just a bit of text.

Right: genre conventions. In the guided reading for the Evian ad, we examine the ad’s conventions. While we might not note all the **elements**, we do describe the key ones associated with an advertisement (such as it being an argument, having a headline, and having particular ad copy). The next topics are the **style** and **design** of the genre, and finally how **sources** are used (for full annotations, see [Chapter 9](#)).

Danone/Evian and Havas Worldwide, *Detox with Evian*

RHETORICAL SITUATION & CHOICES		GENRE CONVENTIONS
PURPOSE Havas Worldwide, the creators of this ad (hired by Danone/Evian), hope to persuade consumers to buy Evian water.	◀ What are the composers of the ad, Havas Worldwide, doing?	How do I know this is an ▶ advertisement?
AUDIENCE . . .		
RHETORICAL APPEALS . . .		
MODES & MEDIA . . . (See p. 235 for the complete Guided Reading.)		
		ELEMENTS OF THE GENRE Argument: This ad presents an argument (which is visual and textual) for purchasing a product. Action: The headline, “Detox with Evian,” is brief, direct, and directive. The ad copy, “Return to purity with water from the French Alps that’s been naturally filtered for over 15 years,” suggests . . . DESIGN . . . SOURCES . . .