11AP

**Close Reading a Visual Text**

**Project**

Find a visual advertisement that either appeals to you or provokes you, and analyze it as we have done with the Dodge Durango ad.

You may use Word, PowerPoint, Prezi, or any other format that you’re comfortable with. Include the image with your written response.

Things to address in your response:

* Rhetorical triangle/SOAPS
* Rhetorical appeals (ethos, logos, pathos)
* Diction (including connotation, formal vs. informal language, usage, etc.)
* Tone
* Syntax and sentence structure
* Imagery
* Advertisement’s message(s)

Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_