

## **Mohammad Ibrahim – Peer Review**

### **Rhetorical Analysis Peer Review**

**Reviewer: Mohammad Ibrahim Reviewee: Muha Kim**

Note: Text = article, essay, photo, advertisement, video, performance, etc.

Identify the text (article, essay, photo, advertisement, video, performance) being analyzed: "The World's Smartest Shirts" (Advertisement)

Is there a title? Y or N Does it appropriately reflect the content of the essay? Explain or make a suggestion:

- Yes, there is a title and it does directly reflect on the content of the essay.

Write the thesis statement: I thought their controversial ad had so much visual rhetoric I could analyze.

Does this draft effectively satisfy the definition of rhetorical analysis as set out in the assignment? (An essay that breaks a work of non-fiction into parts and then explains how the parts work together to create a certain effect—whether to persuade, entertain or inform.) Explain:

- The draft partially satisfies the definition of a rhetorical analysis, but there are some areas where it falls short. The draft identifies the purpose of the ad: to promote Van Heusen shirts. The draft describes the visual elements of the advertisement, noting that all human figures in the ad are males, except for one distinct person, who is described later. The analysis provides historical context, mentioning the 1950s era of racial segregation and how this influenced the use of racial stereotypes in the advertisement.

On the other hand, the draft is somewhat disorganized. The analysis of the distinct person (the black man) is mentioned but not immediately followed up, leading to a weak structure. It lacks a detailed examination of specific rhetorical strategies used in the ad (e.g., ethos, pathos and logos).

How does your partner discuss the author's strategies, purposes, and approaches?

Reference at least one example that does so effectively and one that needs work:

Works well: "Each human figure has a description adding details about the style of each shirt. Plus, at the left bottom, we can find a price highlighting their shirts are cheap. Necktie price is also indicated, stimulating consumers' worldly desires."

Needs work: "As a college student, I'm not familiar with a shirt. I used to wear a shirt when there was a big family event like a marriage or an official event like a commencement."

How does your partner discuss the content (what the text is about)? Is it effective?

Reference at least one example that does so effectively and one that needs work:

Works well: "This vintage advertisement clearly targeted males and salesmen who wear shirts every day. Of course, other people could buy and wear this shirt even if they are not males or salesmen. But, as we can see, all the human figures in the ad are males. All of them are trim, charming, and smiling except for one distinct person. I will examine the distinct person later."

Needs work: "Van Heusen is a clothing company established in 1881 in Pottsville, Pennsylvania and their advertisement for their shirts not only benefited them but also

brought huge social condemnation. I thought their controversial ad had so much visual rhetoric I could analyze."

Is the composition (how the text is constructed) effectively reviewed? Reference at least one example that does so effectively and one that needs work:

Works well: "The purpose of this ad was to promote the company's various shirts. Each human figure has a description adding details about the style of each shirt. Plus, at the left bottom, we can find a price highlighting their shirts are cheap. Necktie price is also indicated, stimulating consumers' worldly desires. Moreover, the ad included a special policy that if you brought a shrunk Van Heusen shirt, they would give you a new shirt for 'free'. All these installations in the ad were designed to attract customers."

Needs work: "A man in the series of figures has a black skin color. He is not smiling, and he is decorated with primitive tribal ornaments. The arrangement of four white men with a fashionable shirt and ties contrasts the man who didn't wear a shirt. In this case, colors are used to separate the person, rather than cohere.

Does the analysis use a chronological or spatial approach to describe the text?

- It primarily used a spatial approach.

Identify examples of the following in the analysis:

Logos (logic): "The purpose of this ad was to promote the company's various shirts. Each human figure has a description adding details about the style of each shirt."

Pathos (emotion): : "A man in the series of figures has a black skin color. He is not smiling, and he is decorated with primitive tribal ornaments."

Ethos (character): "Van Heusen is a clothing company established in 1881 in Pottsville, Pennsylvania and their advertisement for their shirts not only benefited them but also brought huge social condemnation. I thought their controversial ad had so much visual rhetoric I could analyze."

Does the conclusion sufficiently wrap up the analysis by reflecting on the main points of the essay? Explain: The conclusion of the analysis does attempt to wrap up the discussion, but it could be more effective in reflecting on the main points of the essay

Does the selected text properly adhere to APA style? Yes or No

If not, what needs fixing? No, there is no APA reference.