

Rhetorical Analysis Peer Review

Reviewer: Rosalio Dominguez

Reviewee: Muha Kim

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

1. Vintage Advertisement by Van Heusen.

2. Is there a title? Y or N Does it appropriately reflect the content of the essay?

Explain or make a suggestion: Yes. It's appropriate, informative, and well articulated.

3. Write the thesis statement: The following writing piece rhetorically analyzes the various marketing tactics present in vintage advertisements by Van Heusen. In which non white ethnic groups were often criticized or targeted through offensive visuals.

4. Does this draft effectively satisfy the definition of rhetorical analysis as set out in the assignment? (An essay that breaks a work of nonfiction into parts and then explains how the parts work together to create a certain effect—whether to persuade, entertain or inform.) Explain: My peers' rhetorical analysis followed the established format successfully. I enjoyed the brief historical context and colorful visuals provided. The overall fluidity of the writing could use some improvement especially towards the last two paragraphs or sections.

5. 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:

i. Works well: "The following writing piece rhetorically analyzed the questionable marketing tactics present in vintage advertisements by Van Heusen. In which non white ethnic groups were often criticized or targeted through offensive visual mediums."

ii. Needs work: "Well, it could be. But why weren't they compared to an ordinary, plain man?"

6. 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:

i. Works well: "4 out of 5 men want Oxfords... In these new Van Heusen styles", this text showed all men in the picture wanted their shirts. We can assume that the one who didn't want their shirt is the black man."

ii. 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"

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

i. Works well: "The discrepancy between the text in the middle of the image and the small description suggests that the company didn't even check for linguistic errors. We can figure out that this ad reflects the era of racism."

ii. Needs work: "Of course, other people could buy and wear this shirt even if they are not males or salesmen."

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

A more spatial approach was taken.

9. Identify examples of the following in the analysis:

i. Logos (logic): "I presume that at that time, there must have been a social atmosphere in which putting racist elements in advertisements was witty and effective."

ii. 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."

iii. Ethos (character): "As I mentioned in the third paragraph, I'm going to examine the distinct person. This ad was created in the 1950s when there was a change in the age of racial segregation but there was a huge lack of understanding and respect for race, especially black race, and culture. So, at that time, offensive perspectives could be applied to the advertisement. We still use racial stereotypes as an effective medium for an advertisement. However, back then, it was brutal."

10. Does the conclusion sufficiently wrap up the analysis by reflecting on the main points of the essay? Explain: The conclusion is a bit brief. My peer could potentially attempt to highlight the main points in more depth and include a closing statement.

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

If not, what needs fixing? No. My peer is missing the works cited or references page in APA format.

Rhetorical Analysis Peer Review

Reviewer: Rosalio Dominguez

Reviewee: Mohammad Ibrahim

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

1- An advertisement by OnePlanetOneChild.org.

2. Is there a title? Y or N Does it appropriately reflect the content of the essay?

Explain or make a suggestion: Yes. Although it's a bit simplistic it serves its function well.

3. Write the thesis statement: The writing rhetorically interprets how this particular advertisement utilized logic, imagery, emotion, and ethics in an attempt to persuade its audience to consider the benefits of reducing one's family size.

4. 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 writer lays a solid foundation for his rhetorical analysis but his points sometimes come off as vague. By going into depth and further explaining his discussion points it will make the connections stronger and concise. I believe by integrating a deeper analysis of the components of the image itself will help to draw these connections further.

5. 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:

i. Works well: "The advertisement claims that having fewer children is a method to guarantee that the first child receives more attention, resources, and chances. Parents naturally want to provide the best for their children."

ii. Needs work: "The content of the advertisement is logically appealing because viewers who are familiar with conversations about climate change, food shortages, and other environmental challenges can readily relate it to these more general concerns."

6. 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:

i. Works well: I found the inclusion of context very helpful within the first few paragraphs.

ii. Needs work: The analysis of the advertisement or image itself would be crucial for them to work on.

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

i. **Works well:** The overall composition is effective, organized and concise.

ii. **Needs work:** I'd say the inclusion of a cover page would make this piece more aesthetically pleasing and easier to read.

8. Does the analysis use a chronological or spatial approach to describe the text? Not necessarily.

9. Identify examples of the following in the analysis:

i. **Logos (logic):** "The main premise of the advertisement is rational; it implies that excessive population pressure on natural resources results in environmental damage and a lower standard of living."

ii. **Pathos (emotion):** " In order to appeal to ingrained parental instincts and feelings, the advertisement frames the choice to limit family size as an act of love. "Loving" conjures up images of tenderness, safety, and selflessness."

iii. **Ethos (character):** The overall persuasive tone utilized throughout the response.

10. Does the conclusion sufficiently wrap up the analysis by reflecting on the main points of the essay? Explain: Yes. It effectively summarizes the main points brought up and the closing statement works.

11. Does the selected text properly adhere to APA style? Yes or No
If not, what needs fixing? Yes.