

Essay # 2 Information (Prompt)

TOPIC: Analysis of the Three Rhetorical Appeals in a Public Service Announcement (PSA) Commercial

- Write a rhetorical analysis essay in which you closely analyze the three, rhetorical appeals (pathos, ethos, and logos) presented in a PSA commercial of your choice.
- To find a PSA, I suggest entering “Public Service Announcement” in the search bar in YouTube.
- Be sure to address EACH of the rhetorical appeals by name in your thesis and in your essay: pathos, ethos, and logos.
- Your thesis should clearly explain which appeal is the **most clearly presented** by the non-profit or profit company which produced the commercial. Your thesis should **also mention the other two appeals**.
- In other words, you are analyzing the company’s use of the three appeals and making a judgment concerning which appeal is the most successful and why. You are also analyzing the other two appeals as well – even though their presentation is weaker.
- Your evidence is illustrated through your specific analysis of the three appeals in the commercial. You will quote, summarize, and paraphrase (with attribution through in-text citations and a Works Cited page) the PSA as needed throughout the essay.

Thesis Example:

- In the Public Service Announcement (PSA), “Erase Bullying,” produced by the Government of British Columbia, the government’s presentation **pathos** overshadows their less successful presentation of **ethos** and **logos** concerning the topic of bullying.

Your thesis should:

- 1) Name the title of the PSA
- 2) Name the company which produced the PSA
- 3) State which appeal is most successful (make an argument)
- 4) Mention the other two appeals as well

ESSAY FORMAT

- Minimum of six paragraphs and three pages of content (at least 900 words – maximum 1,100 words) typed and double spaced with a Works Cited page.
- Please use the MLA Essay format illustrated on the syllabus.
- Underline your thesis.

- The last page of the essay (fourth page) will be a Works Cited page.
 - ONLY ONE SOURCE should be listed on your Works Cited page in MLA style: The PSA
- Your content should be organized in a traditional, academic, essay structure: introduction, body, and conclusion.
- Cite your source correctly in MLA style within the body of the paper. Use an in-text citation to cite any information that is NOT from your own head. Be sure to cite “quotes,” cite paraphrases, and cite summaries to avoid plagiarism.
 - Use a signal phrase to introduce a quote, paraphrase, or summary EVERY TIME you quote, paraphrase, or summarize one of the authors.
 - Examples of signal phrases:
 - Notes
 - States
 - Explains
 - Further
 - Advances the idea
 - Writes
 - Posits
 - Suggests
 - Argues
- Again, use an in-text citation (also known as a parenthetical citation) in each and every sentence you quote, paraphrase, or summarize the PSA.
- A parenthetical citation consists of the author’s last name and a page number (or numbers) where you found the information. (Smith 343). (Jones 54). (Obama 221A).
- For this PSA assignment, there will NOT be a page number of your commercial. Also, there may not be a specific author.
 - Unless there is one, specific author of the PSA, in the body of the essay, you will cite the name of the PSA in “Quotes.”
- For example:
 - If you give the PSA’s name in the sentence, you do NOT have to mention the PSA in a parenthetical citation at the END of the sentence.
 - Ex. The PSA “Erase Bullying” explains, “quote here. . .”
 - If you DO NOT give the PSA’s name in the sentence, cite the PSA’s name the parenthetical citation at the end of the sentence.

- Ex. The PSA repeats its pathos argument with this tag line, “Quote here. . .” (“Erase Bullying”).
- Do not include quotes longer than 3 lines each. (no block quotes of 4 lines or more).
- **NEW!** Do not excessively quote, paraphrase, or summarize the PSA. Your analysis should be the focus of this essay: 80% your words and ideas / 20% quotes, paraphrases, and/or summaries – at most!

4. Final Essay: Due: Monday, March 8 – Submit to Essay 2 Dropbox in D2L {100 points}

POINT DISTRIBUTION

- 5% - Following required format (see “FORMAT” section above)
- **NEW! 15% - Correct in-text, MLA citations (within the body of the essay)**
- **5% - Works Cited page with ONE PSA listed correctly in MLA Style**
- 40% - Content (clear thesis, good supporting evidence, and sufficient detail)
- 5% - Organization (paragraphs are unified and coherent with sufficient transitions and emphasis)
- 5% - Language / Word Choice / Style (formal, academic language and third person point of view)
- 25% - Grammar and mechanics (standard English usage, excellent proofreading, few punctuation or grammar errors)

100 POINTS