**Visual Rhetoric/ Website Analysis:**

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| What is being **sold or argued**? | Who is **producing** the ad? What is their **purpose?** |
| **Slogan(s)-** What is the phrase that the ad wants you to remember? | **Ethos –** How is the established?  |
| **Target Audience-** To whom is the ad speaking? How do you know? | **Logos –** How is the established?  |
| **Image**- What do you see- describe each part? What is the effect? | **Pathos –** What does it make you feel? How is the established?  |
| **Layout**- How are the items placed on the page? Is anything dominant? Where does your eye go first? What is the effect? | **Diction-** What words are used? List the words that are highlighted or stand out. What associations with those words come to mind? |