

Reviewer: Josh

Reviewee: Joshua

1. Identify the text (article, essay, photo, advertisement, video, performance) being analyzed:

The text being analyzed is **anti-vaping campaigns and advertisements** that focus on warning people about the dangers of vaping and nicotine addiction.

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

Yes. The title reflects the content of the essay because it clearly shows that the paper is about analyzing rhetorical strategies used in anti-vaping campaigns.

3. Write the thesis statement:

Anti-vaping campaigns are effective because they use rhetorical strategies such as ethos, pathos, and logos to persuade people about the dangers of vaping.

4. Does this draft effectively satisfy the definition of rhetorical analysis as set out in the assignment? Explain:

Yes, this draft does satisfy the definition of rhetorical analysis because it breaks down how anti-vaping campaigns use persuasive techniques like emotion, logic, and credibility to influence an audience. The essay focuses on how the campaigns are structured and why they are effective.

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 essay clearly explains how pathos is used through fear and emotional images to make the audience think about the dangers of vaping.

ii. Needs work:

The essay could go deeper into specific examples of actual anti-vaping campaigns instead of speaking more generally.

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:

The essay explains that anti-vaping campaigns are meant to warn younger audiences about addiction and health risks.

ii. Needs work:

Some parts repeat the same idea about danger and addiction, so more variety in examples could improve it.

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 essay explains how visuals, direct language, and facts all work together to create a persuasive message.

ii. Needs work:

The paper could explain more about how specific ad design choices or layout affect the audience.

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

The analysis mostly uses a **spatial/organizational approach** because it focuses on rhetorical strategies like ethos, pathos, and logos instead of describing events in order.

9. Identify examples of the following in the analysis:

i. Logos (logic):

Statistics about nicotine addiction, lung disease, and harmful chemicals found in vape products.

ii. Pathos (emotion):

Scary visuals like damaged lungs, addiction, and people struggling to breathe.

iii. Ethos (character):

Doctors, public health organizations, and research-backed statements used for credibility.

10. Does the conclusion sufficiently wrap up the analysis by reflecting on the main points of the essay? Explain:

Yes, the conclusion wraps up the essay well. It restates the main rhetorical strategies and explains why anti-vaping campaigns are effective overall.

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

Yes. The essay includes APA-style in-text citations and a references section. Minor formatting like spacing, italics, and hanging indents should be checked to make sure everything fully follows APA style.