

Medvecky

WR100

Exercise 4: Making Meaningful Interpretations from your Analysis

Overview

Interpretation is a process of making meaning from the patterns you identified in your analysis. So far we have named some of the generic patterns that recur in all communication. Audience, Purpose, Context, Logos, Ethos, and Pathos are all concepts that identify certain kinds of patterns in our observational data. So far your analysis has attempted to account for these patterns by showing their origins in specific details. In this writing, I would like you to interpret the patterns you identified in your analysis, so begin by reviewing your response to Exercise 3.

Assignment

Part 1

Begin by giving your readers a recap of the major patterns of analysis you have identified so far by summarizing how the ad functions to create a field of values, beliefs, and aspirations through the patterns of audience/purpose/context and the patterns of rhetorical appeal in logos, ethos, and pathos.

Part 2

Next craft a detailed explanation of the issues/problems raised by your analysis, and then chose the one problem of question or issue that interests you enough to be the basis of your discussion. Introduce the various stakeholders in the discussion of this question or problem. Refer back to the stakeholders example on page 53 of the Allyn & Bacon text, if you need a reminder. Explain the angle of vision for each stakeholder you identify (just as in the graphic on p. 53). Be sure to state which group or groups of stakeholders with whom you most identify.

Part 3

Interpret for your readers how the ad positions each different set of stakeholders in relation to their concerns. In other words, how/why might the issues surrounding your central question effect different stakeholders differently? By the time you are done with all three parts of this writing, you could have at least a couple of pages.

Due Date: