

## Rhetorical Analysis Peer Review

**Reviewer:** Alexandra Laylor

**Reviewee:** Amber Pena

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

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

**The text analyzed was an advertisement in photo form**

2. Is there a title? Y or **N** Does it appropriately reflect the content of the essay? Explain or make a suggestion: **“Teddy Bears in Leather Collars and Wrist Restraint: Balenciaga's Vision for Kid-friendly Toys”**

3. Write the thesis statement:

**There was no thesis statement**

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 essay has potential, however, some key factors that would consider it a rhetorical analysis essay or an essay in general, were missing.**

**Some of these key factors are:**

- **A clear thesis**
- **A title**
- **A discussion about the medium**
- **A discussion about the author’s purpose and motive**
- **A conclusion**

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: **My partner was able to capture who the potential audience might be, which would be young children, seeing as though the campaign features a kid holding a teddy bear.**
  - ii. Needs work: **My partner needs to discuss what the author's purpose was for the campaign; what was the idea behind it?**
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: **In the first image of a child holding a teddy bear, she went in-depth on how the featured clothing of the bear may be inappropriate for the audience it most likely will attract, which are young children.**
  - ii. Needs work: **My partner needs to analyze each image equally in the collage and discuss what each feature in the images suggests to the deeper meaning.**
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: **I love my partner's approach in introducing the issue of the Balenciaga Scandal from Fall of last year. She tells of the public distaste for the campaign launched, even giving an example of an individual's response to the situation.**
  - ii. Needs work: **Based on the order of the images in the collage being presented, I suggest that my partner breaks down the images in the order they first appear and then ties them together, explaining how they contribute to the bigger issue of the Balenciaga scandal.**
8. Does the analysis use a chronological or spatial approach to describe the text? **Amber's essay show signs of being analyzed in the spatial-type approach**
9. Identify examples of the following in the analysis:

- i. Logos (logic): **“This is normal as children around his age play with stuffed animals. But looking closer at the description of the teddy bear, it has inappropriate things that shouldn’t be exposed to children. Teddy bears are portrayed in the photograph decked up in BDSM and bondage attire, such as leather collars with locks, ankle and wrist restraints, fishnet tops, and leather chest harnesses.”**
- ii. Pathos (emotion): **“And to be honest, it’s easy to understand why people are angry. Advertising that contains upsetting or contentious imagery is not only inappropriate, but it may also trigger abuse or trauma survivors.”**
- iii. Ethos (character): **“According to @shoe0nhead, tweet on Twitter...”**

**NB. Even though she gave an outside perspective on the issue, I suggest that she give a little background on the individual, explaining why readers should take advice from that person and the situation at hand. Or why the individual is a credible source, something along that line.**

- 10. Does the conclusion sufficiently wrap up the analysis by reflecting on the main points of the essay? Explain: **There is no conclusion so I suggest that my partner add one.**
- 11. Does the selected text properly adhere to APA style? Yes or **No**  
If not, what needs fixing? **My partner’s reference page needs work (citation-wise).**