

Presenter: Molli Getting

Title: The Rhetoric Behind 'Happily Ever After'

Abstract:

Fairy tales have been childhood classics for centuries. As generations change the way these stories are told changes as well. From classic novel styles, to movies, to picture books and even now to graphic novels. Graphic novels are a new form of writing that has rarely been looked at, but once they are explored, one would find them to have a great persuasive power. Discovering how this new form of story telling enhances or down plays the rhetorical message of classic fairy tales is the main goal of this research. This goal is reached by using three methods, Mark Stoner's theories on visual messages, using syntactics, semantics and pragmatics; Molly Bang's work with discovering how picture books work, and Scott McCloud's theoretical perspectives on comic strips. These three scholarly theories will be used to analyze six fairy tales that Stone Arch Publishing has put into the form of a graphic novel. The findings of this analysis will help in explaining the importance of these new forms and will determine the rhetorical value that classic stories can still have, even as children become more and more interactive and visuals continue to invade the textual world that older generations grew up in.

Presenter: William Rottler

Title: A Rhetorical analysis of the Wheaties Fuel marketing campaign

Abstract:

Accidentally invented over 75 years ago, Wheaties breakfast cereal is the self-proclaimed "Breakfast of Champions," but with declining sales over the past few years, Wheaties is not the champions of the breakfast cereal aisle. To counter the declining sales, parent company of Wheaties, General Mills teamed up with five professional athletes and a professor in kinesiology to help co-create a new cereal (Wheaties Fuel) intended directly for men. General Mills also teamed up with Minneapolis, Minnesota advertising firm to help not reinvent the Wheaties brand but to add a member to the team according to Dan Stangler a marketing manager for Wheaties. Three theories will be used to identify the persuasive techniques presented by Wheaties Fuel. They are: "rhetorical situation" by Lloyd F. Bitzer, an adapted theory for visual rhetoric and Rank's model by Hugh Rank. These three theories will help to identify and examine the persuasive techniques used by General Mills to help market their new product.

Presenter: Sage Davis

Title: President Obama Speaks to Tribal Leaders

Abstract: President Barack Obama has held the Annual Tribal Nations Conference and Discussion with Tribal Leaders for two years. Both conferences were held at the White House in November 2009 and December 2010. President Obama speaks about improving Native American issues, along with the problems that affect the United States as a whole. In order to do this, he suggests creating a constructive relationship between the federal government and tribal governments. The Rhetorical Situation, developed by Lloyd F. Bitzer, and the Cluster Criticism method, suggested by Kenneth Burke, were used to analyze

President Obama's speeches given to the United States Tribal Leaders. In my analysis of the two rhetorical artifacts, I have found that President Obama is hoping to inspire Tribal Leaders to begin a change so that Native Americans may have a chance to attain the "American Dream."

Presenter: Taylor Lunemann

Title: Selling the Droid: An Analysis of Online Advertising Strategies

Abstract:

To keep up, the advertising world is changing as different sources of media are forming or evolving with the technology advances in the world. Therefore, companies choose to use various new tactics to persuade their targeted consumers to purchase their product. This study explores the ways a collection of online video ads created by advertising agency McGarryBowen from 2009-10 crafted persuasive messages for the Droid smartphone. One research method applied to this analysis was Gutman's means-end model. This model suggests consumers buy products that bring them benefits that get them closer to valued end-states. Research using this model often offers marketers a way to position products by associating means—the features of the product—with advertising that seeks to tie the use of products to the achievement of desired ends—valued states. By using this model, I was able to analyze which visual elements in the advertisements were used to appeal to the consumer's personal values. Another research method applied to this research study of ads was Rank's intensification/downplay model. In this model, persuaders choose from four strategies of action: intensify their own good points, intensify the weak points of the opposition, downplay their own weak points, and/or downplay the good points of the opposition. Using this model, I was able to determine what qualities the Droid was intensifying and downplaying about itself and its competitors. Findings from this study may be used to help scholars better understand the unique features of the world of online advertising.

Presenter: Zach Ranallo

Title: Home Run: An Assessment of Television Commercials from the 2010 Major League Baseball World Series Telecasts

Abstract:

The Major League Baseball World Series is one of the most-watched sporting events on American television, with over 14 million viewers tuned in to each game of the World Series in 2010 (MLB.com). The Super Bowl, World Cup, and other major sporting event commercials have been studied frequently in the past, yet the World Series commercials have little research data to date. For the collection of 2010 commercials, this project asked: What were the most frequently advertised products? What were the most common persuasive techniques used by advertisers during commercials? What were the most common themes presented in World Series commercials and how were they related to the target audience? To answer these questions, this project used systematic content analysis to generate descriptive quantitative data, and used

Rank's "model of persuasion" to create an interpretative analysis of ad characteristics and content. Each game's commercial content sets were unique, the assortment varied from game to game, and persuasive strategies within product ads varied as well. Using communication theories and analysis to learn about the placement and message strategies of commercials shown during popular sporting events can lead to better understanding about how companies use these practices to increase sales, and how they try to influence sports fans to be advertising viewers and product consumers.