

## Project 2 Early Draft Questions

1. Name the stakeholder organization whose two images you have decided to analyze for this project. What do they do or stand for? Cite the stakeholder's mission statement, website “About” page, or other source in your answer.
2. Look at both of your images. What is their purpose or goal? Explain what the images ask the audience to do, feel, or understand. Explain what the images are trying to accomplish.
3. Think about your images in terms of *ethos*, *pathos*, *logos*, and *kairos*. Identify elements of each rhetorical appeal in both of your images.

Image 1

*Ethos:*

*Pathos:*

*Logos:*

*Kairos:*

Image 2

*Ethos:*

*Pathos:*

*Logos:*

*Kairos:*

4. Explain how the two images you have chosen support the goals or values of their stakeholder organization. Your answer should be at least 200 words.
5. Paste your two images here.