1. For my rhetorical artifact, I am doing the ASPCA TV commercial, “Winter Help.”

<https://www.ispot.tv/ad/dvhX/aspca-winter-help>

1. I am interested in this artifact because I have a love for animals. I hate to see people mistreat or be neglectful towards any animal. I want to analyze their commercial to see if what they are advertising in their commercial is accurate. I want to research their organization and their credentials. I also am interested in this because of my experience with trying to adopt a kitten this summer. It has changed my perspective on who they are as an organization and has given me negative views on the ASPCA based on what I observed there. I would like to also bring my personal experience in my analysis to support my cause. I would like to research the organization more because I don’t believe everything they’ve said and advertised is true. I believe there are many things that are misleading to the public.
2. Writer/speaker/rhetor- ASPCA, non-profit organization

Message- The message is a three-minute commercial where they are trying to persuade people into donating to their organization by becoming a member and giving a monthly donation of $19. They are advertising that they will use the money for food, shelter, and medics for those animals in need. These animals have been neglected, abandoned, and abused left out in the cold struggling to live. These animals need help which will only happen by people donating money to the ASPCA. The money will help dogs and cats in need.

Context- It was first aired on November 22, 2018 on national television. It is played on commercial breaks on television that people are watching throughout the world. It also appeals to emotions such as sympathy and sadness.

Audience- The audience is the people who are watching TV, pet owners, and animal lovers.

Purpose- The purpose of this commercial is to persuade people to donate their money and become a monthly member, inform them of the danger of animals in the world, and to bribe them into joining by giving them free stuff with their membership if they donate.