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Media Rhetoric
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Individual Project Proposal

For this assignment, I am proposing two choices, in case my first choice for some reason doesn't cover all the assignment's parameters.

My preferred topic is medication research studies. This would likely be deemed as a commercial advertising campaign for a product or service, though depending on the medication it could change people's behavior. The campaign has a definite beginning and an end, each individualized experience with the research medication or placebo plus the overall study. Previous campaigns have made use of the media, including TV, radio, Internet ads and print media.

Another topic I would consider researching would be personal injury lawyers/legal assistance (i.e. help hotline). The campaign has heavily utilized TV and radio advertisements. In addition, this campaign is a commercial advertisement for a product or service, and the beginning and end vary on a case by case basis.

I feel I would find more sources in varying media sources on the first topic, which is why I prefer to research that one. However, should it not be appropriate for the assignment, I would consider the latter of the two topics or neither and think up a third, should they both be inappropriate.