**Rhetorical Analysis of a Company Web Site: Sample Outline, Thesis**

**Sample outline for a paper:** Note: I might not be able to cover all this in just 4 pages once I get started, but this is how I would conceive it at first, trying to balance both parts of the thesis statement.

1. Intro/overview Although the Ben and Jerry’s Web site is clearly designed to appeal to children--and the childlike core of nostalgia that exists in most adults--it also proclaims that this is a company with “a mission” that will appeal to socially responsible adults who follow global issues. The site achieves both of these goals—appealing to both audiences—through clever use of attractive, kid-friendly visuals and kid-friendly games and gifts, along with ample details about its mission and actions it is taking to make the world a better place. Overall, the Web site seems very well designed to portray a politically engaged, progressive company that really “walks the talk” but also delivers a fun, tasty product while not taking itself too seriously.
2. Kid-friendly

* visuals
* features for kids (games, gifts for kids)
* light-hearted tone in the text

1. Adult concerns with activism: addressing global problems

* Clearly and prominently announces the company’s commitment to social justice, fair trade, environmental policies
* Offers layers of details, adaptable to both young people and adults
* Examples: fair trade, no GMOs, planet-friendly innovations such as better freezers
* Gives details about the issue, tells how to get involved in changing the world

IV. Conclusion: Saving the World one Ice Cream Cone at a Time: Ben and Jerry’s

**Sample combination of analysis and supporting evidence: [Starts with a topic sentence that transitions from a paragraph about kid-friendly features to a paragraph about adult features.]** The fun animated cow figures are found throughout the site, even where it gets into serious issues like the exploitation of coffee farmers and genetically modified cows. **[The next sentence offers one example of a strategy for kids and adults: layering, with details to support the claim.]** Accommodating the serious purpose and dual audience can be seen here in the way the information is layered: child-friendly visuals and simplicity for the first layer, with more technical details available with a click to the next layer. **[Here come the supporting details.]** The fair trade page has a simpler opening page explaining the issue briefly, with cartoon pictures of the iconic cow and smiling children on a coffee farm, and the viewer can click icons for more details about coffee, chocolate, and vanilla. Clicking the coffee icon leads to a more detailed page that also offers a little video about fair trade coffee, which is great for kids who can’t read much yet but serious and informative enough for adults. A link to a Web site about fair trade is also offered for those who want more detailed information. [**And finally an evaluative remark.]** This layering approach seems like a great strategy to accommodate both audiences. It is easy to imagine the progressive parent or teacher using the site (and the tasty product) to introduce children to global issues, even as they keep up with those issues at an adult level themselves.