

**Rhetorical Criticism paper proposal**  
**COM 304 | Carroll | Spring 2023**

**Tentative Title:** The Commodification of Christ: A Neo-Aristotelian Critique of HeGetsUs.com

**Artifacts:** The TV advertising campaign and companion website for HeGetsUs.com, a self-claimed “movement” to “reintroduce people to the Jesus of the Bible and his confounding love and forgiveness,” including its merchandise and gear e-commerce aspects. Important in this critique will be imagery.

**Method:** Neo-Aristotelian criticism applying the method as outlined in Foss.

1. Reconstructing the Context: The Rhetor(s), The Situation, Occasion, Audience
2. Applying the Canons (proofs)
  - a. Invention, location, creation
    - i. Ethos, pathos, logos
  - b. Organization, structure, arrangement
  - c. Style, language of both text and images
  - d. Memory, mastery (proficiency in graphic design, for ex.)
  - e. Delivery, management of presentation, voice and tone, including mode of presentation
3. Conclusions, including statement of the research question(s) and contribution to our understanding of how human influence works

**How I will get the artifact(s):** Website is free; advertising is posted as videos on the website.