

Project 1 Topic Proposal

Student's Name

Institutional Affiliation

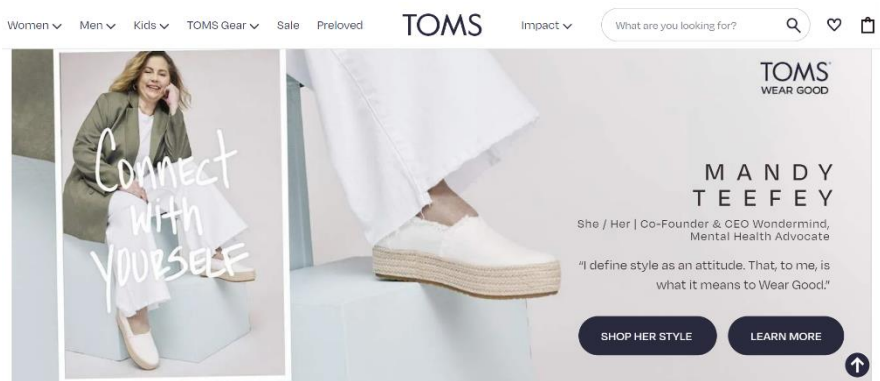
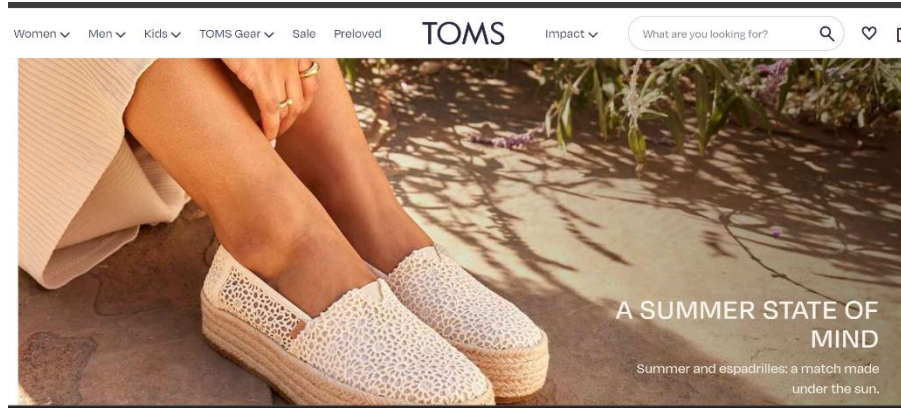
Module 3 Assignment: Project 1 Topic Proposal

I have chosen [TOMS Shoes](#) to analyze their communication strategies and rhetorical approaches for this assignment.

In my initial research, I spent an hour exploring various types of communication produced by TOMS Shoes, including their website content, social media posts, and marketing campaigns. TOMS is a well-known small business that creates socially conscious footwear and eyewear. Their rhetorical goal is to persuade consumers to purchase their products by emphasizing the social impact of their "One for One" program, where every purchase contributes to helping those in need. TOMS targets socially conscious consumers who value ethical business practices and social responsibility.

I analyzed their website and social media pages, focusing on their use of ethos, pathos, logos, and kairos. Ethos is evident through their credible partnerships and transparent impact reports, which build trust with their audience. Pathos is effectively used in their emotional storytelling, showcasing real-life beneficiaries of their donations, which evoke empathy and a sense of connection. Logos is present in their clear explanations of how their business model works; providing logical reasons for purchasing TOMS products makes a positive difference. Kairos is utilized through timely campaigns that align with global events and social movements, making their messages relevant and urgent.

The visual examples I plan to include in my analysis are the impactful images and videos on their website and social media. These visuals illustrate the direct impact of their donations, making the abstract concept of social good tangible and relatable. My plan for further research includes examining customer testimonials and reviews to understand the audience's perception and how TOMS' communication strategies influence their purchasing decisions.



Thesis Statement

TOMS Shoes effectively uses ethos, pathos, logos, and kairos to engage and persuade its audience by highlighting the social impact of its products, making ethical consumerism both appealing and accessible.