

Project 1 Feedback Draft for Peer Review

Student's Name

Institutional Affiliation

Module 5 Assignment: Project 1 Feedback Draft for Peer Review

Peer Responses**Response 01**

Hi Sara, great post! Your draft on analyzing TOMS Shoes' rhetorical strategies is comprehensive and insightful. You effectively highlight how TOMS uses ethos, pathos, logos, and kairos to engage its audience and promote ethical consumerism. The integration of transparent impact reports, emotional storytelling, straightforward business model explanations, and timely campaigns is well-articulated. The visuals complement your analysis, enhancing the overall impact.

However, the analysis could benefit from more specific examples and direct quotes from TOMS' marketing materials to further substantiate your points. Additionally, consider refining the thesis statement to make it more succinct and impactful. Overall, your draft provides a thorough exploration of TOMS' communication strategies.

Response 02

We are supposed to write two peer responses. I have addressed the given instructions in one response. Following these instructions, you can write your peer responses to Module 5 Assignment without a hassle.