**GOOGLE LOGO ANALYSIS POST**

Hello, you fabulous Lang-ers! After this week, you have become ADEPT with the different types of rhetorical strategies that an author can use to drive purpose.

1. Your task for this week is to go to  [http://Google.com/Doodles](http://google.com/doodles).

2. Scroll through the years and find one that you feel is one you could write about **IN-DEPTH**. You will be doing a mini-rhetorical analysis of this image.

3. Analyze SOAPS for the Google Doodle you have chosen (don't post your SOAPS--this just helps you plan out your analysis).

4. Then, determine what its purpose/argument is. Finally, determine what rhetorical devices this image is utilizing and what they say about the purpose/argument.

5. In the comments function, link us to your image (drop the URL into your comment) and write a stylistic short rhetorical analysis of your Doodle.

6. Once you have posted your comment, you are not done. Come back to the blog to comment on someone else’s Google Doodle Rhetorical Analysis. Feel free to add something you spot that the original poster may have overlooked. A second pair of eyes is always better than just one.

If you are interested in what other people have said about Google Doodles, [here](http://www.t3.com/features/googles-most-memorable-doodles-2) is a cool article that someone compiled about a site's interpretation and opinion of the best ones Google has ever created.

Happy Google Doodling

Due: Sunday @ 11:59 p.m. (10/25/15)

**Student Sample:**

http://www.google.com/doodles/mothers-day-2015-thailand

The whole purpose of Google’s logo is to show their appreciation and love for mothers on their special day. Google utilizes pathos, repetition, and tone to construe the meaning of Mother’s Day across the world. Google pulls at the viewer’s heartstrings with their depictions of children running to hug their mothers. These images transport the viewer’s back to the times that they spent with their mothers and invokes the appropriate loving response. At the same time it crafts a positive reaction towards google. Google also added the element of several different species all reenacting the reunion between a mother and a child. Their use of four different species helps convey how the love between a mother and child crosses boundaries and is worldwide no matter what biotic organism you are.

Google does not only demonstrate pathos, they also use repetition to represent mother’s day. They use several different images to show how much mothers mean to everyone on mother’s day. Google does this to show that everyone loves their mothers. They also show repetition through the use of a constant cycle of the images. This represents that our love for our mothers is never ending and will always continue.

The company does not stop at pathos and repetition, they continue to affect their readers with their use of tone. Google chooses to put their logo in a soft orange. The use of the orange in the logo is to showcase the warmth and comfort that mothers provide for their children. Goggle also varies the shade of orange used to provide texture and character to the logo. With the different shades reflected the logo brings about a tone of happiness and warmth in association with mothers and Google.

Through this logo Google shows their love for mothers through connecting to the viewer’s emotions, drawing on repetition, and crafting a warm, loving tone through their color choice.

**Sample response to this post**:

I agree with your analysis. I think your points supported your arguments. Your rhetorical analysis was clear and concise! I would like to add though that the repetition and the use of various animals in the Google Doodle also indirectly appeals to ethos. The Google Doodle shows that Google recognizes the importance of mothers in society and cares about it. Google's credibility is further increased when they decide to use multiple animals showing that they put in the time to actually encompass the different forms of motherly love and they recognize that each relationship between mothers and their child are different and special. One of their main points was to capture the intimacy of a mother's love and indirectly convey their company as a compassionate company.