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ENGL 009-10

10/05/2024

### Basic Rhetorical Analysis: Skillshare Advertisement

In today's digital age, platforms like Skillshare provide creators with the opportunity to teach their skills online, and this advertisement is designed to recruit potential teachers. The ad invites creative professionals to "Inspire Creativity in Others" by teaching on Skillshare. This analysis examines the advertisement in terms of its audience, purpose, and layout/design, assessing how well it communicates its message using technical communication principles.

The primary audience for this advertisement consists of creative professionals and experienced individuals with expertise in various creative fields. The text specifically targets those who may be looking to share their skills while earning money. By stating, "Top earning teachers make \$100,000+ each year," the ad appeals to people who are financially motivated. Additionally, the mention of "real working creatives and experts" implies that the target audience already has some level of proficiency and is likely looking for additional opportunities to expand their influence and gain rewards through teaching. The ad's formal yet approachable tone supports this by appealing to professionals who value both personal and professional growth.

The purpose of this advertisement is clear: it aims to persuade creative professionals to join Skillshare as teachers. The ad positions Skillshare as a platform where creators can "grow [their] online following, give back, and earn money." The focus is not only on financial rewards but also on the personal satisfaction of helping others in their creative journey. The ad emphasizes the simplicity of the process, with the prominent green "Apply to Teach" button, and encourages viewers to take immediate action. By offering a direct link to the "Teacher Help Center," the ad also reassures prospective teachers that they will receive guidance throughout the application process.

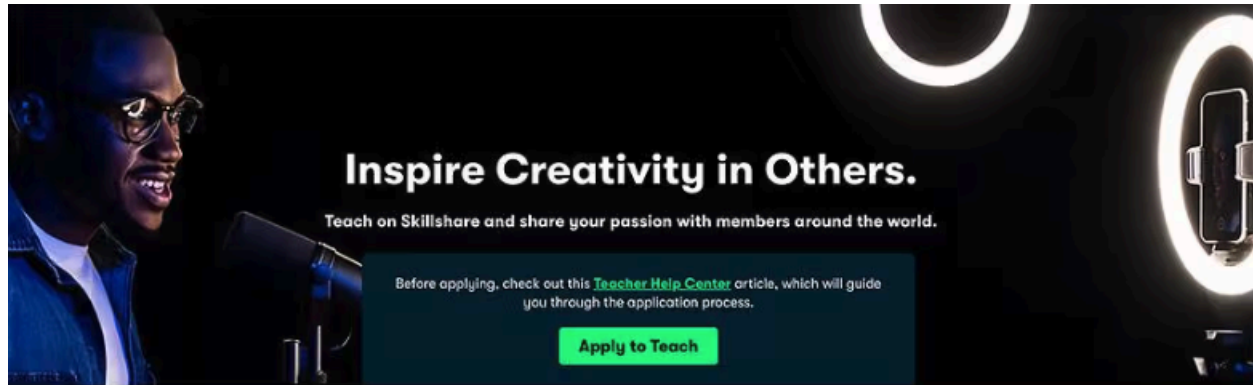
The design of the advertisement plays a crucial role in its effectiveness. At the top of the page, bold white text set against a black background commands attention with the phrase, "Inspire Creativity in Others." This tagline, combined with the image of a professional in front of a microphone, creates a sense of professionalism and engagement. The call-to-action button, "Apply to Teach," is positioned prominently, using a contrasting green color that draws the viewer's attention immediately. Below this, the body of the ad is divided into sections that are easy to scan, beginning with a question, "Why Teach on Skillshare?" This section is crucial in persuading viewers, as it highlights both the personal and financial benefits of joining the platform. The strategic use of headings and subheadings organizes the content clearly, ensuring that viewers can easily digest the information.

The advertisement also adheres to principles of effective information design as outlined in Chapter 1 of Markel's Technical Communication. The layout uses visual hierarchy, with larger

fonts for the most important information and smaller, more detailed text for supporting points. The ad also makes effective use of white space, ensuring that the content does not appear cluttered or overwhelming. The balance between text and visuals allows for an engaging yet informative presentation. Additionally, the ad's consistent use of fonts and colors establishes a cohesive and professional appearance, reinforcing the credibility of the platform.

In conclusion, the Skillshare advertisement effectively communicates its message through well-thought-out audience targeting, a clear purpose, and an efficient layout and design. The ad successfully appeals to its intended audience of creative professionals by emphasizing the benefits of teaching on the platform, such as financial rewards and personal fulfillment. Its clean, professional design and clear call-to-action make it easy for viewers to understand the message and take the next step toward becoming a teacher. Overall, this ad stands as a strong example of technical communication in action, combining persuasive language with effective design to achieve its goals.

## Reference



**Inspire Creativity in Others.**

Teach on Skillshare and share your passion with members around the world.

Before applying, check out this [Teacher Help Center](#) article, which will guide you through the application process.

[Apply to Teach](#)

## Why Teach on Skillshare?

When you help others along their creative journey, it's rewarding in more ways than one.

By teaching on Skillshare, you can grow your online following, give back, and earn money. Top earning teachers make \$100,000+ each year. Skillshare teachers are real working creatives and experts eager to share their expertise. If you're an experienced creative pro with tips, techniques and skills to demonstrate, we offer an extensive suite of resources and responsive support to help you create classes that inspire.

