

Rhetorical Analysis

EN 102-326

Nisbett – Spring 2019

PURPOSE:

The purpose of this assignment is to persuade your audience of your evaluation of the rhetorical effectiveness of a selected essay provided in Blackboard Learn. In order to do this, you will have to carefully read and briefly summarize a text, and then analyze its rhetorical effectiveness from the perspective of the intended audience.

You will establish an argument (thesis) that speaks to the writer's effectiveness (or ineffectiveness) in the use of rhetorical appeals (logos, ethos, and pathos) and other rhetorical strategies that persuades (or fails to persuade) a reader in favor of the writer's argument.

Your essay should include:

- Concise summary of the original text (no more than 200 words)
- Analysis that supports your thesis and addresses the text's rhetorical appeals (logos, ethos, and pathos) and consideration of the rhetorical situation (message/purpose, author, audience, genre/medium, occasion, design/style, context)
- Specific examples from the text to support your argument with appropriate citations
- Works cited page with original source and additional sources in investigate author credibility

AUDIENCE:

Your audience for this assignment is a peer reader who may disagree with your thesis. This means that you are writing for a general college reader who may not have read the text you're analyzing.

You also need to assess the intended audience of the original text. Who was the writer originally trying to reach with this text? The effectiveness of the argument is affected by the intended audience, which may or may not include yourself or your peers.

REQUIREMENTS:

- 1,000 words, double-spaced, 12-point Times New Roman font
- MLA formatting, standard 1" margins.
- Any in-text citations and works cited page should be properly formatted
- No outside sources unless they are used to support the author's credibility (ethos)

Note that this unit is worth **20%** of your grade.

- Thursday, January 31: First Draft Due (min. 500 words) – Submit to TurnItIn by 5 PM
- Thursday, February 7: Final Draft Due – Submit to TurnItIn by 5 PM

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RUBRIC:

	Advanced	Proficient	Developing	Unsatisfactory
Thesis	Has a clearly stated arguable thesis that contains tension.	Contains an arguable thesis that lacks tension.	Contains thesis, but the thesis lacks tension and isn't clearly stated.	Has no thesis or a thesis that is not arguable and lacks tension.
Summary	Objectively summarizes and presents the major arguments of the essay being evaluated.	Objectively summarizes the arguments but misses some aspects of the writer's argument.	Summarizes the arguments but doesn't summarize well or summarizes in a biased manner.	No summary.
Rhetorical Situation	Clearly identifies the essay's audience, message, and genre, and occasion.	Identifies most of the aspects of the rhetorical situation.	Identifies some aspects of the rhetorical situation.	No identification of rhetorical analysis.
Argument & Appeal	Identifies and analyzes the rhetorical effectiveness at least 2 of each of the following methods of argument: reason, credibility, and emotion; and evaluates each one.	Does the vast majority of what constitutes an excellent rating but not all of it.	Identifies and evaluates at least 1 of each of the methods of argument or appeal.	Doesn't identify specific examples of reason, credibility, and emotion.
Language & Style	Evaluates to what extent the writer's language and style work to persuade the audience.	Evaluates to what extent the writer's language and style work to persuade the audience but the evaluation lacks clarity or depth.	The evaluation of language and style lacks precision or doesn't explain how the language and style works to persuade the audience.	Doesn't evaluate language and style.
Process	Participated in all aspects of the writing process: peer reviews, conferences, and drafts.	Participated in most of the writing process activities.	Participated in less than half of the writing process activities.	Participated in none of the writing process activities.
Sourcing	Effectively incorporates quotations from outside sources using attributive tags, quotation marks and MLA citation style	Uses quotations but quotations contain errors in style or aren't properly introduced or implemented.	Use of quotations is ineffective due to errors in citation style or due to errors in implementation.	No quotations or paraphrases.
Mechanics	Adheres to fundamental grammar rules regarding usage and spelling	Follows most grammar rules and conventional spellings	Some grammar usage and spelling issues.	Repeated grammar usage and spelling issues.