

Comparative Rhetorical Analysis Essay Rubric

Student: Gregory Collins

Content	10	7	4	1	50 total
Introduction <i>nice summary of articles</i> <i>unity intro content</i>	Well-developed introduction that engages readers and creates interest. Contains detailed background information. Introduces both authors and article titles with complete names Provides a summary of each article's overall argument	Introduction creates interest and provides some background information. Introduces both authors and article titles. Summary	Introduction adequately explains the background, but may lack detail. Does not introduce 1 author or article title.	Background details are a random collection of information, unclear, or not related to the topic. Does not include the name of authors or articles. No summary of articles provided	8
Thesis Statement	Clear thesis statement that identifies which rhetorical categories which be analyzed Establishes an explicit relationship between how both authors construct their argument Makes a judgment claim identifying which article was most effective or convincing	Clear thesis statement that identifies which rhetorical categories which be analyzed The relationship between how the authors construct argument is weak or unclear	Thesis is vague and unclear.	No thesis present	1
Body Paragraphs <i>clear explanations of rhetorical devices taking place</i>	Well-developed main points directly related to thesis. Supporting textual examples/evidence are concrete, detailed, and relevant. Paragraphs cover ONE specific rhetorical device	Three or more main points are related to the thesis. 1-2 paragraphs cover more than one topic or do not have clear,	Three or more main points are present. Lack details and/or details are irrelevant. 3-4 paragraphs	Less than three main points, and/or poor development of ideas. Multiple rhetorical devices are	

<i>needed to establish which article was more effective and why.</i>	(point-by-point) or paragraphs cover 2-3 rhetorical devices (subject-by-subject). The same rhetorical points are discussed between both articles. Detailed explanation as to why the author incorporated that rhetorical device Includes which article was more effective in using that specific rhetorical device	relevant details or textual evidence. 1-2 rhetorical points are not discussed between both articles. Some explanation as to why the author incorporated that rhetorical device Does not include which article was more effective in using that specific rhetorical device in 1 paragraph	cover more than one topic or do not have clear, relevant details/textual evidence. Both articles are not discussed within 2-3 paragraphs. Vague or unclear explanation as to why the author incorporated that rhetorical device Does not include which article was more effective in using that specific rhetorical device in 2 paragraphs	covered within 4+ paragraphs. Both articles are not discussed within 3+ paragraphs. Does not explain why the authors used the rhetorical devices Does not discuss which article was more effective in using that specific rhetorical device. Does not include which article was more effective in using that specific rhetorical device in 3+ paragraphs	<i>6</i>
Conclusion	Conclusion effectively wraps up and goes beyond restating the thesis	Conclusion effectively summarizes topics	Conclusion is recognizable and ties up almost all loose ends	Conclusion does not summarize main points	<i>8</i>
Citations and Works Cited <i>need citations after quotes</i> <i>W.C. page</i>	Correctly incorporates summaries and paraphrases All quotes are attributed and explained using the quotation sandwich	Correctly incorporates summaries and paraphrases. Most quotes are attributed and explained.	Use of summary or paraphrase is vague or unclear. Does not attribute or	Does not summarize or paraphrase from sources. Does not quote 10+ errors in works cited or in-text citations	

	Full and accurate works cited entries and in-text citations are provided (0-2 errors)	3-6 errors in works cited or in-text citations	explain quotes 7-9 errors in works cited or in-text citations		4
Organization	10	7	4	1	20 total
Structure <i>set up clear order in thesis</i>	Logical progression of ideas with a clear structure that enhances the thesis. Transitions are smooth.	Logical progression of ideas. Transitions are present throughout the essay.	Organization is clear. Transitions are present	No discernible organization. Transitions are not present.	6
Style	Writing is smooth, skillful, and coherent. Sentences are strong and expressive with varied structure. Diction is consistent and words are well chosen. Written in a scholarly 3 rd person tone	Writing is clear and sentences have varied structure. Diction is consistent. Changes point of view once or twice.	Writing is clear, but sentences may lack variety. Diction is appropriate. Changes point of view 3+ times	Writing is confusing or hard to follow. Inappropriate Not written in 3 rd person	7
Mechanics/ Grammar	10	6	3	0	20 total
Punctuation, spelling, tense, capitalization	Punctuation, spelling, and capitalization are correct. No errors.	Punctuation, spelling, and capitalization are generally correct with few errors (1-2)	A few errors in punctuation, spelling, capitalization (3-4)	Distracting errors in punctuation, spelling, and capitalization	7
Fragments	0-1 sentence fragments	2 fragments	3-4 fragments	5+ fragments	
Comma splices and run-ons	0-1 comma splices or run-ons	2 comma splices and/or run-ons	3-4 comma splices and/or run-ons	5+ comma splices and/or run-ons	7

Subject/verb agreement	0-1 errors	2 errors	3-4 errors	5+ errors	
Formatting	10	7	4	1	10 total
	12 point font, Times New Roman, 1 inch margins, correct header, double-spaced, title. No errors	1-2 errors	3-4 errors	5+ errors	

If your essay is less than 1 ½ pages or less, 50 points will be deducted.

You will start off with a 50 before I ever begin grading your paper.

If your essay is 1 ½ pages or but does not meet the 2 full pages requirement, 25 points will be deducted. You will begin with a 75 before I even begin grading.

Comments:

Grade

60

Gregory Collins
Ms. McGee
ENG. 132.501
27 July 2019

double-spaced
12pt. Times New Roman

Collins 1

have an original title

CRA ESSAY (Surveillance)

The digital age has witnessed the evolution of security initiatives with surveillance being the prime of these strategies. It is viewed as the next generation tool for acquiring and dispensing current information instantaneously, for the maintenance of security. Surveillance has attracted both positive and negative opinions from different scholars in their writing, which expresses their reasons for or against the technology. Kuiper and Eijkman (2017) in their article "The Value of Privacy and Surveillance Drones in the Public Domain" believe that security through surveillance should not supersede privacy, from the statement that "from a normative perspective, the deployment of mobile cameras in the Dutch public domain is illegitimate". They use tools like anaphora and hyperbole as a rhetoric device to express their opinion.

Obermaier and Hutle (2016) express the need for security above all, from their article, "Analyzing the security and privacy of cloud-based video surveillance systems" state that the orientation towards compliance of these camera systems to the privacy side has left the security aspect unchecked, making them susceptible to various vulnerabilities. Obermaier and Hutle employ the use of antithesis and hyperbole as rhetorical devices. Surveillance is, therefore, a good practice when the security of the surveillance systems is enforced then afterward, mechanisms for regulating the usage of these systems are implemented so that in providing security, privacy is not breached.

Kuiper and Eijkman strongly defend their opinion that privacy matters by advocating for a judicial review where privacy will be uplifted by providing restrictions to monitor how surveillance is conducted. The first rhetoric device used is anaphora at the phrase "privacy is a human right and a fundamental right". This quotation expresses the need to recognize privacy as

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Thesis?

a right, especially since the digital age strongly vouches for the need to control the information and private data that is generated on both a personal level and multinational level. Through Kairos, these scholars link their campaign for privacy to the current trends in the information age, which includes the recognition of privacy as a key element for the building of trust levels between users of software and hardware products, ~~and the manufacturers~~, and content providers.

Another rhetorical tool used is hyperbole with the statement that "surveillance does not have to be overly intrusive to affect someone's life". This is quite an exaggeration since no country or surveillance unit monitor individual citizens in a way that can be considered as life-threatening. The authors aim at providing a worst-case scenario where privacy is encroached, a case which is yet to be realized. This is an ethos approach where they aim at expressing their worry on how the misuse of surveillance equipment, while citing the implementation of security, comes a long way to causing privacy issues that may affect how citizens conduct their daily routines. Through hyperbole, the authors incite the feeling of caution on the use of surveillance systems which breach privacy standards so that in the future, this matter will be solved, rather than if it is overlooked in a way that it cascades into more severe breaches on privacy.

also a slippery slope fallacy

Obermaier and Hutle oppose what Kuiper and Eijkman vouch for as they are of the perspective that security should come first, then privacy later on when firm security measures have been realized. This is from research they conducted on mass-market surveillance systems which proved to have primitive security features that predispose the camera systems to vulnerabilities such as eavesdropping on video data and denial of service attacks. One rhetorical device they used is antithesis which connects security vulnerabilities brought shortcomings in privacy as from the statement, "These weaknesses impair the users' privacy and, as a consequence, may also damage the camera system manufacturer's reputation" (p. 22). It,

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therefore, means that even though privacy is important, the only means through which it is guaranteed is through the implementation of rigid security frameworks in these systems. Through this statement, logos is achieved where the author logically relates the fact that privacy is a result of the enactment of strong security measures.

Another rhetorical device is hyperbole where the authors state that “surveillance systems are ubiquitously available for industrial and private environments”^(pg. #). This is an exaggeration since surveillance systems are specifically placed on environments with possible vulnerabilities to security breaches based on their location or the type of services they render. The ideology that they are ubiquitous is quite an exaggeration since not every household can afford or be linked to the use of these systems. The hyperbole in this statement is meant to indicate how surveillance systems are quickly being adopted to reinforce existing security standards, without minding privacy. This is an extension of Kairos, as it relates the need for surveillance over current trends in the security industry

From the various opinions gathered from both sources, privacy is a current standard that current manufacturers and content providers are struggling to incorporate in their surveillance products and services, and it is an appealing element for the current technologies. This is usually reflected in their policies and terms of use which the end-user is required to consent to, before the use of such products and services. Security, however, bears more weight than privacy since it is a building block for the latter. The manufacturers should, therefore, reflect on security, as privacy is a consequence of rigid security frameworks.

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establish
which article
was most
persuasive &
why.

Works Cited

- and
Kuiper, G., & Eijkman, Q. (2017). The Value of Privacy and Surveillance Drones in the Public Domain: Scrutinizing the Dutch Flexible Deployment of Mobile Cameras Act. *J. Pol. & L.*, 10, 35.
- and
Obermaier, J., & Hutle, M. (2016, May). "Analyzing the security and privacy of cloud-based video surveillance systems." In *Proceedings of the 2nd ACM International Workshop on IoT Privacy, Trust, and Security* (pp. 22-28). ACM.