

Rhetorical Analysis

For this first essay, you are going to look **at how a writer argues his or her point**. You will consider how the author organizes the information in order to appeal to his or her **audience**. You will look at 3-4 strategies used and determine the effect it has on readers. The effectiveness should be discussed throughout the paper and in the conclusion. This essay is not focused on your specific opinion on the issue, but on the greater effect of the piece.

Choose one of the following:

“We Need to Call American Breakfast What is Often is: Dessert” P468

“Would You Buy a Self-Driving Future from These Guys?” P528

“Foreword to Tackling the Global Refugee Crisis: From Shirking to Sharing Responsibility” P541

Description of the Assignment

Introduction: The first paragraph should briefly summarize the main ideas of the reading and include the thesis statement. The summary should include 2-4 sentences at most. Within the first few sentences of your first paragraph, you must note the full title of the article and the full name of the author.

At the end of this first paragraph you must have a thesis identifying the primary rhetorical strategies of the writer (logos, pathos, ethos).

In the main body of the paper (3-6 paragraphs), present an explanation of how the writer presents the argument. What are the 3 primary rhetorical strategies (from the logos, pathos, and ethos list)? How does the writer attempt to persuade? Always return to a discussion of the author’s potential effect on his or her audience.

In each of your body paragraphs, you must discuss the writer’s use of a specific rhetorical strategy (a technique used in persuasion from the logos, pathos, and ethos list). **You will discuss 3 strategies in all**. For example, some common strategies are as follows:

- Logos-
 - Reasoning-inductive or deductive?
 - Compare/contrast-show good/bad to change the way a person sees A or B.
 - Concrete examples-multiple examples to prove point?
 - Direct quotes-from credible sources that strengthen the point being made
 - Statistics-from credible sources that strengthen the point being made
 - Definitions-given to clarify
- Ethos-
 - Knowledge of the author
 - The appeal to authority (**credible sources**: quoting experts, using statistics, citing information from credible sources. Where does the information come from?)

- Appealing to the opposition: granting validity to the opposition/demonstrating respect for the opposition. An effective writer will clearly and fairly list the arguments of the opposition, without insulting or diminishing them. She or he will point out aspects of the opponent's arguments that are valid. Effective authors will take pains to show that while they disagree with their opponents, they still respect them.
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- Pathos-
 - Personal testimony occurs when the writer describes an event they have directly experienced. The author's experiences are intended to be representative of a general tendency
 - Illustrative anecdotes- stories the author tells about other people
 - Emotion-laden words and phrases
 - Descriptions

Important note: **You will not find every strategy in every reading, so look for the specific strategies present in your reading!**

Conclude by *assessing the effectiveness* of the article. What is the article's greatest strength? Could the article be stronger? If so, state specifically how. You should also make a few observations about what can be learned about rhetoric by examining the work of this writer.

You do not need to use outside sources for this paper. Your evidence will come directly from the text itself. You should have a works cited page and in-text citations for your reading by using MLA format.

Paper Requirements:

Proper Heading (Name, Class, Date)

Proper Header (Last name, pg # in upper right corner)

2-4 pages

Double spaced

12 point font

Time New Roman

Works Cited Page

Possible Outline for Paper 1

I. Introduction/Summaries Paragraph 1

A. Introduction sentence

B. Summary of the article: 2-3 sentences. Include the full name of the author (s) and full title of the article.

C. Thesis statement (note which 3 **rhetorical strategies** will be discussed in the paper).

II. Body Paragraphs: Discussion of Three/Four Rhetorical Strategies

- 1) Body Paragraph 1: first rhetorical strategy employed by the article (for example, **statistics**).
 - a. Topic sentence that identifies the rhetorical strategy
 - b. Evidence from the text
 - c. Explanation of how it relates
 - d. Determine effectiveness
 - e. Transition to next point
- 2) Body Paragraph 2: second rhetorical strategy employed by the article (for example, **illustrative anecdotes**).
 - a. Topic sentence that identifies the rhetorical strategy
 - b. Evidence from the text
 - c. Explanation of how it relates
 - d. Determine effectiveness
 - e. Transition to next point
- 3) Body Paragraph 3: third rhetorical strategy employed by the article (for example, the **appeal to authority, using credible sources**).
 - a. Topic sentence that identifies the rhetorical strategy
 - b. Evidence from the text
 - c. Explanation of how it relates
 - d. Determine effectiveness
 - e. Transition to next point

III. Conclusion.

- A. Restate your thesis
- B. Sum up your paper by discussing the article's greatest strengths (and potential weaknesses).
- C. Explain why the argument is effective overall or not.
- D. Explain what can be learned about argument and persuasion by examining the tactics of this article.