

1. Before you write:

- **Read/watch everything in the Rhetorical Analysis Module on Canvas.** Pay close attention to the video on the rhetorical triangle.
- **Pay attention to the models:** Begin by reading Chapter 20 in *21 Genres*. You should read through Jennifer Sinor's "Soapbox" essay (*21 Genres*, 76) and the student model of a rhetorical analysis on Sinor's essay (see link in Module). You now have a model on which to pattern your own analysis.
- **Choose from this list of essays in *21 Genres* for your own rhetorical analysis:**

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| • Will (p. 33) | • creationtips.com (p. 38) |
| • Pollitt (p. 35) | • Ballenger (p. 73) |
| • Owen (p. 37) | • Murray (p. 75) |

- **Read carefully** through your chosen essay, noting the main argument. Annotate the essay, paying particular attention to the writer's use of tone, word choice, narrative, description, background, etc.

2. As you write:

- **In your introduction**, briefly summarize the writer's argument. Use attributive tags to distinguish your ideas from those of the writer (For example, in her rhetorical analysis, Cambri McDonald says: In his letter to the Statesman editor, John Doe argues girls look "stupid" in knitted headbands (*21 Genres* 140).
- **State your thesis.** Remember that your thesis is NOT whether you agree or disagree with the writer's position on the topic, but whether or not he/she effectively argues and persuades the intended audience.
- **Use at least two features of the rhetorical triangle as you analyze.** Consider the following questions as you analyze:

1. **ETHOS:** Consider the writer's motivation. How does the writer establish credibility or authority? Who is the writer and what do you know about his/her profession, background, and/or expertise? How might the writer's history, education, gender, profession, ethnicity, and/or age influence the angle of vision/motivation? Consider the writer's purpose and audience. What is the purpose? Who is the intended audience? How well does the text suit its particular audience and purpose? (Also use Dr. Dethier's questions in Chapter 20 to assist you.) How does the writer try to seem credible and trustworthy to the intended audience? Does the writer treat opposing views fairly? How well does the writer's tone (attitude toward the subject) suit the argument?
2. **LOGOS:** Consider how the writer uses evidence and reason. What is the writer's claim? What are the main reasons in support of the claim? How effective is the writer's use of evidence? How well does the argument recognize alternative views?
3. **PATHOS:** Consider how the writer might trigger the audience's emotion or imagination. One writer says that pathos "reveals the fullest human meaning of an issue and helps us walk in the writer's shoes" (Ramage, *Writing Arguments* p. 90). How does the writer use concrete language, word choice, narrative, example, and analogies to tap readers' emotions, values, and imaginations? How does the writer's tone affect the emotion of the argument?

- **Overall, what features of this argument** contribute most to making it persuasive or not persuasive for its target audience and for yourself?
 - **Conclude your essay** by summing up the essay's effectiveness and giving the reader a feeling of satisfaction.
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