

Writing Project One

Rhetorical Analysis

For your first assignment, we will be working on a rhetorical analysis. The authors of Writing Arguments define rhetorical analysis as an analysis that “identifies the text under scrutiny, summarizes its main ideas,” and “presents some key points about the text’s rhetorical strategies for persuading its audience,” all while elaborating “on these points,” points such as the ethos, logos, pathos and kairos of the text being analyzed (p. 146). For this assignment, you will:

- Read your selected text carefully.
- Identify the intended **audience** of the text based on where the text was published and how the text is written.
- Identify appeals to **ethos, pathos, and logos** within the text. Note that it’s possible that not all three will be used much within the text. If one of the three is underrepresented in the text, explore why it is lacking and/or how it could have been used.
- Consider the time and place in which the text was published. Use this information to explore the **kairos** of the text.
- Based on the above information, come to a conclusion about the text: is the argument **effective or ineffective**? Present evidence to support your conclusion.

Please note that this assignment is **not**:

- A summary of the text. You can reference your text in your writing, but you should not be summarizing the entire argument. Instead, you should be using passages from the argument to help make your points about it.
- Your opinion on the subject addressed. It is irrelevant whether you agree or disagree with the author of your text. What is important is how well you think that she argued her point.

The **audience** for this assignment is students within the university who have not read your article or our textbook but who are familiar with rhetorical analysis. Consider your audience, perhaps, a student in a different section of English 102 at ASU.

This assignment must be a minimum of **1,000 words**. All drafts (including the first) should meet this minimum.

Additional General requirements: All drafts must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All documents must be accessible through Microsoft Word. All citations should be in **APA format**.

Grading Criteria:

- **Well-Supported Conclusion:** The writer clearly states whether the argument is effective or ineffective and supports this claim with sufficient evidence. Please note

that the “conclusion” does not need to come in the concluding paragraph but may come much sooner.

- **Clear Identification of the Elements of the Argument:** The elements of ethos, pathos, and logos are clearly identified. The writer identifies the kairos of the argument. Evidence from the text is provided for each of these elements.
- **Audience Identified:** The writer has clearly identified who he or she thinks the audience for this argument is and has given reasons why he or she thinks that is the case.
- **Content Organization:** The writer has organized the content of the in a reasonable way. There is both an introduction and a conclusion. The paper clearly presents a central claim, and the content is organized around that claim. Paragraphs are ordered in such a way that they cannot be reordered at random, but instead provide logical transitions between ideas.
- **Attention to Assignment:** The writer adheres to the assignment as presented above, addresses the audience stipulated, follows the formatting requirements, and presents citations in APA format.
- **Manuscript preparation:** The writer has made changes between drafts that reflect attention to both instructor and peer comments. The writer has made an effort to improve his or her paper.

Important Dates:

- **Monday, January 31:** First draft due for instructor comments.
- **Monday, February 7:** Revised draft due for peer review.
- **Monday, February 14:** Final draft due for grading.