**PAPER 2: RHETORICAL ANALYSIS OF AN ARTICLE**

**General Information**
A rhetorical analysis does not ask you to agree or disagree with an author's claims or ideas. Instead, a rhetorical analysis asks you to interpret and analyze how an author builds and executes his/her argument. It also requires you to determine whether or not this argument is persuasive. There is no place in a rhetorical analysis for your opinion on the topic at hand; rather, it asks for you to explain your opinion on how well (or not well) another author has put an argument together and how convincing that argument is. A rhetorical analysis paper always begins with a summary of the article, which clearly outlines the author’s thesis and main points, as well as your thesis, which will state whether or not the argument is successful and list the criteria you will use to explain your analysis. The basic questions you will answer in a rhetorical analysis include the following: 1) Is the argument persuasive? and 2) Why is (or isn’t) the argument persuasive?

**Preparing to Write: Points of Analysis (Analysis Criteria)**
Your first job is to read the article critically and be sure that you understand its argument. This will involve reading it several times with pen and highlighter in hand, noting important and/or interesting points, noting annotations (responses, questions, etc.), and identifying places where the author uses the three appeals. Since your rhetorical analysis must focus on the three appeals—logos, pathos, ethos—you already have the topics of your body paragraphs. Below are some questions and more specific points that you can use to help you identify and explain how well, or not well, the writer employs the three appeals. Your points of analysis, along with your overall assessment of the argument, should be stated clearly in your thesis.

The basic question is this: How does the writer appeal to and connect with his/her audience?

Your points of analysis will be logos, pathos and ethos, but you can also look at the following criteria to help you analyze the writer’s use of the three appeals:

- **Tone / Style / Language Use**—Is the writer’s tone, style, and language appropriate, effective, too serious, not serious enough, condescending? Do these elements help or hurt the argument?
- **Audience**—Who is the audience? Does the writer use the appropriate appeals and balance of appeals to connect with the audience? Why or why not?
- **Evidence**—Does the writer provide enough evidence for each claim? Why or why not? Is the evidence appropriate?
- **Rhetorical Strategies**—Look at the argument strategies from presentation 1 to see if the writer uses one or more of them effective or ineffectively.
- **Structure**—How does the writer put the argument together? Is it balanced? Is his/her use of appeals balanced? How does the structure hurt or help the argument?

**Paper Instructions & Requirements**
Writing a rhetorical analysis essay is a relatively simple process. The art of rhetoric refers to the strategies an author uses to persuade an audience. Analysis is the act of looking closely at a subject to see how its components fit together. Therefore, a rhetorical analysis essay is just an essay that looks at a subject closely and then seeks to prove the position you have taken on the subject—in this case, whether or not the argument in the article you chose is successful or not. Below are the instructions are requirements for writing this essay.

1. Begin your essay by introducing your reader to your subject—the article you read. You will do this by writing an introduction that summarizes the articles thesis and major arguments that support the thesis (a summary). You should also identify the writer's rhetorical situation: audience, purpose, and genre. Finally, clearly state a your thesis, which should say whether or not the author's argument is successful and provide the criteria by which you will evaluate the essay (logos, pathos, and ethos). You may have one or two introduction paragraphs—one would simply accomplish what is explained above; two would include an opening paragraph that introduces the general topic of the article you read and your personal interest in the topic, and then a second paragraph that summarizes the article clearly and states your thesis.
2. The introduction should be followed by at least three body paragraphs—at least one paragraph each on logos, pathos, and ethos, though it may take more than one paragraph to explain a major point. Each paragraph should have a topic sentence that clearly identifies the analysis criteria (logos, pathos, ethos) and if this appeal is positive or negative. In the body paragraphs, you should explain clearly how and why this appeal is effective or ineffective by providing clear explanation of your analysis as well as direct quotes from the article that shows how the writer uses the appeal. If a strategy seems successful to you, say why it is successful and provide quotes that show how the writer uses the strategy successfully. If a strategy seems unsuccessful to you, say why and show how it isn’t by also providing direct quotes from the essay, as well as perhaps an explanation of what could have been done/said to strengthen the argument.

3. Your conclusion should restate your thesis and analysis briefly and in different words than used previously in your essay. Your conclusion should also provide the reader with a closing thought. We will discuss different approaches to writing conclusions in class.

Your paper should be 3-4 pages in length and be formatted according to the guidelines in the syllabus.

Due Dates

- A formal outline of your rhetorical analysis essay is due on WEDNESDAY 10/27. A formal outline follows the format shown below. BE SPECIFIC on your outline—identify and write out exact quotes from the essay and briefly explain your points of analysis for each paragraph. Your outline should be printed and submitted to me in class.

Thesis:

I. Introduction
   a. Summary
   b. Your Thesis
II. Topic Sentence of Body Paragraph 1
   a. Your points of analysis
   b. Direct quotes from the article
III. Topic Sentence of Body Paragraph 2
   a. Your points of analysis
   b. Direct quotes from the article
IV. Topic Sentence of Body Paragraph 3
   a. Your points of analysis
   b. Direct quotes from the article
V. Conclusion
   a. Restate your thesis and main ideas briefly
   b. Provide a closing thought

- Your first draft of will be due on MONDAY 11/1. We will have individual conferences to provide you with feedback on your drafts during the week of 11/1.

- Your final draft will be due on WEDNESDAY 11/10.