

## **Project 2 – The Rhetorical Analysis** **(1,500 words, or about 6 pages, for 40 points)**

**Purpose:** Analyze the rhetorical strategies used in an argumentative article or editorial. *Do not choose a letter to the editor to analyze.*

**Audience:** Your instructor and your peers.

### ***The Assignment***

Choose an editorial or a *longer argumentative* article from *The Baltimore Sun*, *The Greyhound*, *The Washington Post* (or an article you have read on your own) and analyze it. Then, explain and evaluate in detail the strategies the author uses to present his/her ideas. You will discuss the following:

1. The rhetorical situation: purpose, audience, context, topic, and angle
2. Rhetorical proofs (ethos, pathos, logos)
3. Logical fallacies
4. After you identify and discuss the elements above, explain why you believe the essay is effective/not effective (or elements of both) considering its purpose and audience.

Use *specific* examples from your chosen essay to support your position. You may also use *Writing Today*, *Easy Writer*, or the Purdue OWL in to help you build your case.

### ***Assignment Goals***

The goals of this assignment are as follows:

1. Demonstrate your ability to *overview* the rhetorical situation before analyzing rhetorical strategies
2. Demonstrate your ability to understand and analyze an author's rhetorical strategies in a clear, well-organized manner and to support your ideas with specific examples
3. Demonstrate your ability to follow a writing process of your choice to compose a college-level paper that uses the MLA, APA, or CMS citation style effectively and ethically.

Reminder: Sometimes, students don't feel comfortable writing a rhetorical analysis because they may not have written one before. Some students fall back into comfort zones and write papers similar to ones they've written in the past: summary of what the article says, position paper on whether or not they agree with the author. *Do not write these types of papers.* You're goal in the rhetorical analysis is to discuss *how* the author has constructed the argument and to argue whether or not the article is effective, not to summarize or to agree or disagree with the author.

### ***The Content***

For this paper, you will:

- Outline the rhetorical situation: information on the author, source, purpose, audience, main idea, and then you will discuss at length the strategies the author uses to convey his/her ideas
- Discuss the rhetorical proofs: How does the author use ethos, pathos, and logos in the essay? Are the elements well balanced, or is the essay dominated by one or two elements of rhetoric?
- Discuss any fallacies: After analyzing the rhetorical strategies the author uses, can you find any leaps in logic? If so, do these fallacies undermine the author’s claims? Why? How?
- Discuss the effectiveness of the essay: After discussing the strategies of the essay, explain why you believe it is successful/not successful (or both) considering its purpose/audience.

### ***The Format***

This paper *must* adhere to MLA or APA guidelines and must be around *1,500 words in length*. Create a citation page and please follow MLA, APA, or CMS standards for in-text citation. The paper will be titled, typed in 12 point Times New Roman (or similar font), double-spaced, with 1 inch margins all the way around.

**Grammar/mechanics rubric: for every 5 errors, I will deduct 4 points.**

*At the top of page 1, please type the following statement and sign your name:* “I understand and will uphold the ideals of academic honesty as stated in the Honor Code.”

### ***Paper 2 Checklist***

Use this checklist as a guide to help you write/edit your paper:

- \_\_\_\_\_ Opening paragraph sets the context, states why the topic is important, and presents a clear thesis/claim. The introduction *overviews all* of the information in the paper (BLUF)
- \_\_\_\_\_ Good transitions connecting different ideas in the body of the paper
- \_\_\_\_\_ Good topic sentences; they are clear and announce the information that follows
- \_\_\_\_\_ Good, *detailed* evidence to support the claim(s) in each paragraph \_\_\_\_\_  
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- \_\_\_\_\_ Good brief wrap up to connect information in paragraph with paper’s thesis—in other words, the brief wrap up shows *how and why* the evidence supports the thesis (warrant)
- \_\_\_\_\_ Good structure—in other words, does the essay jump around, or do the ideas follow a clear course?
- \_\_\_\_\_ Good conclusion wrapping up ideas without repeating introduction verbatim