

ESSAY 1: RHETORICAL ANALYSIS

DUE 2/7**15% OF FINAL GRADE****100 points possible**

Assignment Description

For this assignment, you will write a *rhetorical analysis*—a thesis-driven essay in which you describe and evaluate a text’s rhetorical strategies. The text you will analyze for this assignment will be a *written* text (we will be dealing with visual texts for the next essay). You can choose a work to analyze from the list of texts at the end of this assignment sheet OR you may propose a different text that you would like to evaluate. **If you want to choose your own text, however, you must request instructor approval by sending a copy of the text via email; keep in mind that approval is not guaranteed.**

In your analysis, you should identify and describe the rhetorical situation (genre, audience, purpose, stance, and context). Specifically, you should pay attention to:

- the author’s primary argument
- secondary claims that support or extend the primary argument
- types of evidence that the author uses to justify their claims
- assumptions that the author makes about the topic or expects the audience to make about the topic
- the rhetorical strategies and appeals that the author employs
- the organizational, mechanical, and rhetorical delivery of the argument and evidence

Keep in mind that a successful rhetorical analysis does *not* offer an independent analysis or argument about the subject matter of a text; instead, it answers the following questions:

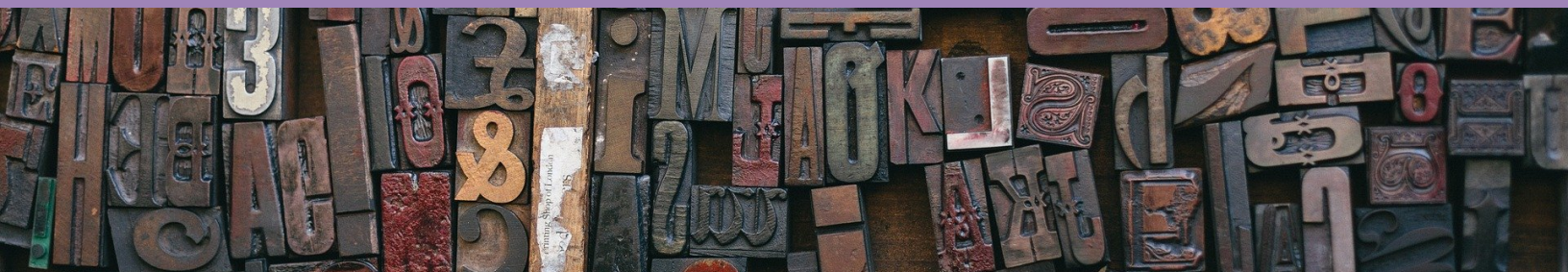
- What rhetorical strategies does the author/ text use to persuade the audience?
- Why does the author use these particular strategies?
- To what effect?

Remember, you are evaluating the construction and delivery of the argument, not the subject matter itself.

Key Terms: *Analysis, Rhetorical Strategies, Rhetorical Context*

Rhetorical Audience and Context

An awareness of your audience should shape any writing you do – different audiences require different context, details, or approaches to a topic. Your audience for the rhetorical analysis is your peer community of fellow UNA students. Your goal is to describe and evaluate the text with the goal of informing your fellow students how this text employs rhetoric to make its point.



Requirements

- Formatted according to MLA 8th Ed. conventions (margins, page numbering, title, etc.)
- Length: 3 - 4 pages PLUS Works Cited page
- 12-point Garamond, Times New Roman, or Calibri font
- FILE NAME: LastName_E1.docx (Microsoft Word file type)

Evaluative Criteria and Rubric:

This essay should demonstrate your ability to:

- Analyze the rhetorical situation and rhetorical strategies of a text
- Write a thesis-driven paper, supported by evidence from the text
- Create clear, carefully edited writing that is largely free of proofreading errors and major errors of grammar, mechanics, and syntax

The following criteria will be used to evaluate the profile essay:

Criteria	Description	Points Possible
Analysis	The writer is able to identify and summarize the main idea of the text as well as identifying the rhetorical situation (author, purpose, audience, and context).	20
Rhetorical Strategy	The essay identifies the text's use of rhetorical appeals and how they are employed to persuade the reader.	20
Evidence	The essay cites specific evidence from the text to support its analysis.	20
Structure	The essay exhibits a clear, logical structure that includes a clear introduction, thesis statement, and conclusion.	20
Clarity/ Mechanics	The essay's clarity does not suffer due to excessive mechanical, grammatical, or spelling errors.	10
Format	The essay is the correct length and conforms to MLA format including a Works Cited page.	10

Text Options for Evaluation

NOTE: All of these texts are uploaded to a folder in Canvas for you to peruse.

- "From Kilroy to Pepe: A Brief History of Memes" by Lennlee Keep
- "I Don't See the Shirtless Ones: Denying the Male Aesthetic of Slasher Films" by Lee Gambin
- "The First Battle of Selma" by Connor Towne O'Neill
- "A Night of All Star Catharsis" by Mesha Maren
- "The Comfort of Hospitality" by Joe Scully
- "I Once Was Miss America" by Roxane Gay
- "Meet Dark Academia, The Bookish Fashion Trend That's All Over TikTok" by Amal Abdi
- "Air Conditioning and Sycamore Trees" by John Green
- "The Blue of Distance" by Rebecca Solnit
- "Who Are You and What Are You Doing Here?" By Mark Edmundson