

Public Intellectual Persona Analysis Paper

In class, we have discussed many rhetorical techniques, especially the rhetorical triangle, tone, persona, and the effectiveness of arguments based on research, credibility, and emotion. While using a conversational voice, public intellectuals still use these basic rhetorical tools in order to persuade an audience to toward their perspective. Public intellectuals, especially in their speech and writing, use these tools to create a particular persona with which an audience identifies.

For this paper, I ask you to focus on a particular public intellectual and analyze the way s/he crafts their persona based on an analysis of their work (conceived broadly, including electronic texts, images, written texts, speeches, videos, etc...). With the exception of Chimamanda Ngozi Adichie, you may work with any public intellectual from this course, or you may pick a public intellectual of your own. In fact, I encourage you to pick a public intellectual not covered in this course and about whom you have an interest. Ultimately, you will be making an argument about: 1) the type of persona portrayed by the public intellectual and 2) how that persona is constructed through his/her various texts. I expect you to analyze how the public intellectual uses different rhetorical tools to their advantage. In essence, you will think about HOW the public intellectual has crafted a persona that creates a “loving public” or audience.

For the body of the paper itself, I will expect you to have an introductory paragraph that introduces the primary text and author and then builds up to a clear thesis statement. After your introduction, you will need to construct a framework paragraph that defines terms and gives context for your public intellectual and topic using **scholarly research**. For each of the body paragraphs, you will want to follow the paragraph structure outlined in the Argument Paragraph Assignment, replacing a thesis statement with a topic sentence claim. Specifically, I will expect you to quote from the primary texts and analyze or explain the way that these quotes show rhetorical devices. Finally, you will want a conclusion that does summarize your key ideas at the beginning but then engages in a turn where you push your conclusion toward a larger issue or toward making a larger claim. I expect a well-organized, clear analysis that proves to me that you understand the basic components of analysis and the use of rhetorical appeals by public intellectuals.

Evaluation

You must meet ALL of the following minimum requirements to PASS the paper:

- Introduces public intellectual, their persona, and the texts to be analyzed
- Created a clear, succinct thesis statement with an ultimately suggests statement.
- Employs analysis of both the public intellectual’s persona and rhetorical choices
- A clear analysis of the text with one idea per paragraph supported by analysis or close reading of the language of the text itself.
- Pays attention to structure of paragraphs, employing the five part paragraph structure.
- Conclusion does more than just summarizes argument but pushes toward a larger issue.
- Clear organization with smooth development of ideas from paragraph to paragraph.
- Meets the minimum requirements of the paper (i.e., format, length, structure, analysis).
- Has clear and correct mechanics (i.e., grammar, spelling, sentence structure).
- Meets the more detailed requirements outlined in the Rubric

Length: 5-6 pages, **excluding** Works Cited page, double spaced, 12 pt. Times New Roman, 1” margins

Timeline:

Thursday, October 6, 2016: First Draft Due

Tuesday, October 18, 2016: Final Paper Due with all outlining and drafting