

Rhetorical Analysis Paper

In class, we have read and discussed many pieces from public intellectuals. These blog pieces, essays, TED Talks, and articles have articulated multiple arguments surrounding issues of gender, rape, and sexuality. For this paper, you are going to analyze a piece of your choice by a public intellectual and examine the ways s/he employs ethos, pathos, and logos. While you do not need to use the terms ethos, pathos, and logos in the paper, in fact I encourage you to use more contemporary language, I expect you to analyze how the public intellectual uses credibility, research/logic, and emotion to their advantage in the text you've chosen. In essence, you are going to construct an argument about the WAY these writers present their arguments and NOT an argument about the issue itself.

For the paper, you will need to present a clear thesis about how the public intellectual presents his/her argument in your chosen text and WHY s/he presents the argument in that way. Does it draw on emotion in order to cloud logical errors in the piece? Does the piece rely too much on fact and ignore emotional aspects? Is the argument situated mostly on the ethos or credibility of the speaker? These are the types of questions that you will want to ask yourself as you go to write this paper.

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. For the body of the paper, you will want at least one body paragraph on each of the rhetorical appeals: ethos, pathos, and logos. Although as stated above, you do not need to use this exact language. 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 ethos, pathos, and logos. Finally, you will want a conclusion that does summarize of 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 text to be analyzed.
- Created a clear, succinct thesis statement with an ultimately suggests statement.
- Explores aspects of ethos, pathos, and logos in the piece.
- 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: 3-4 pages, **excluding** Works Cited page, double spaced, 12 pt. Times New Roman, 1" margins

Timeline:

Tuesday, September 13, 2016: First Draft Due

Tuesday, September 22, 2016: Final Paper Due with all outlines and drafting