

Rhetorical Analysis Paper

In class, we have read Ian Haney Lopez's *Dog Whistle Politics*, which explores the way political rhetoric has been racialized in the twentieth century. For this paper, you are going to analyze a piece of written/visual media or political speech (that was not discussed by Lopez) of your choice and examine the ways racialized rhetoric is employed. In addition, you will consider the way this piece employs ethos, pathos, and logos in conjunction with racially coded language to persuade its audience. 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 text uses credibility, research/logic, and emotion to its advantage in the text you've chosen. In essence, you are going to construct an argument about the WAY the text presents its arguments and NOT an argument about the issue itself.

For the paper, you will need to present a clear thesis about how your chosen text presents its argument and WHY it presents the argument in that way. In addition, I expect that the argument will emphasize racialized rhetoric or racially coded language as part of its point. Does the text 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. You will also construct a framework paragraph using the secondary text *Dog Whistle Politics* in order to define specific terminology or to discuss context for racialized rhetoric in the political, media, and/or social sphere. For the body of the paper, you will need to address ALL of the rhetorical appeals: ethos, pathos, and logos. Although as stated above, you do not need to use this exact language. You should decide the best way to structure your analysis of these appeals in both the paper as a whole and in the body paragraphs. 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 some summary 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 that puts your voice in conversation with something bigger. I expect a well-organized, clear analysis that shows 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: 4-5 pages, **excluding** Works Cited page, double spaced, 12 pt. Times New Roman, 1" margins

Timeline: **Tuesday, September 14, 2017:** First Draft Due

Tuesday, September 28, 2017: Final Paper Due with all outlines and drafting

Rhetorical Analysis Rubric

Remember that you must meet all of the minimum requirements of the paper, exhibit understanding of the argument structure we've discussed, and fulfill the length requirements in order to pass the paper. Any incomplete paper or paper that does not exhibit argument structure will receive a ZERO on the assignment.

Criteria	Yes	Sometimes	No
Is there an academic title? (i.e. Creative Title: Subtitle about what the paper is on)			
Did you analyze a text/piece of media with racialized rhetoric?			
Is there a clear "I argue that" thesis statement?			
Is there a clear argument about HOW the piece you selected shows racialized rhetoric?			
Is there an ultimately suggests statement that emphasizes the importance of your argument for a broader issue?			
Do you examine ethos, logos, and pathos in your analysis of the argument?			
Do you have a framework paragraph that uses <i>Dog Whistle Politics</i> to define key terms and rhetorical ideas?			
Does the framework paragraph broadly link research ideas to your primary text?			
Does each body paragraph show the five part argument paragraph structure?			
Does each body paragraph have a topic sentence with a clearly articulated point/claim?			
Does each body paragraph have specific, detailed examples that illustrate your point?			
Does each paragraph show an ability to analyze specific language from the piece?			
Do you take the time to explain how you draw your conclusions from your example(s) in each body paragraph?			
Is there a smooth flow? Can I follow your transitions from idea to idea and paragraph to paragraph?			
Does the conclusion paragraph begin by articulating your key claims and points for the paper?			
Does the conclusion paragraph then engage in a turn that moves your argument into a broader context, emphasizing the "ultimately suggests" idea from your thesis?			
Is there clear syntax and are sentences and ideas concisely articulated?			
Does the paper meet the minimum requirements of the assignment?			
Is there proper spelling and grammar? Also, evidence of thorough proofreading?			

GRADE: _____

Comments: