

Essay #2: Rhetorical Analysis

ENGL 1123

Due: 11:59pm on Sunday (April 4) through eCourses.

Length and Format: The paper should be at least 900 words in length and should not exceed 1200 words (One double-spaced page of 12-point Times New Roman font is about 300 words.) It should be formatted according to MLA guidelines.

Assignment Overview: Students will need to read Jessica Brown’s “Is It Safe to Microwave Food” (Link on eCourses) and then analyze its use of the rhetorical appeals. In this essay, students will need to identify what Jessica Brown is attempting to persuade her audience about and then how she uses ethos, pathos, and logos in order to persuade her audience into agreement with her point-of-view about the issue.

As you identify and state how the author uses ethos, pathos, and logos to persuade the audience, be sure to do the following:

- **For any of the appeals, state the type being used, provide an example from the text that demonstrates that type, and explain how that type/example actually works to persuade the audience as that particular appeal.**
 - **Example** - In the “Daisy Ad” one of the appeals that is used is pathos: specifically, the advertisement appeals to the fear of the audience (**the type of pathos being used**) when it shows a young girl witnessing the beginning of a nuclear war (**the example of that type from the text/commercial**). Ultimately this works to persuade the audience that they should vote for Johnson in the upcoming political election by playing on their fears of disaster in the midst of the Cold War; by causing the audience to associate nuclear war with his political opposition, Johnson is able to use that fearful connection to gain votes (**how the type works to persuade the audience**).
 - For full credit, students should demonstrate three different types of ethos, three different types of pathos, and three different types of logos in their essay.
 - A common issue in this essay is that students will provide three examples of the same type: for example, a student may provide three different facts for logos or three different source references for ethos – in this case while the student has provided three examples of both ethos and logos, the examples are all of the same type which does not allow that student to demonstrate mastery of the concept.
 - Students only need to identify one rhetorical fallacy in the essay, though they should explain how it functions as that fallacy.
 - I recommend that students read both “Additional Notes on the Appeals” and “How To: Write About the Appeals” both of which can be found on eCourses.

Assignment Outcomes

- Identify rhetorical strategies used to persuade an audience through special attention paid to details.
- Effectively summarize and paraphrase source material using signal phrases (attributive tags) and

parenthetical in-text citations (MLA format).

- Construct a properly formatted bibliographical citation and works cited.

DO NOT PLAGIARIZE.

Source Usage: Summarize and paraphrase using signal phrases and parenthetical citations for attribution. Your essay must include direct quotations from the source article, although no long quotes (any quote that is four lines in length or more) may be used. Provide a full bibliographical citation for the source article and a works cited page at the end of the essay.

Style and Tone: You are writing to an audience of your instructor, therefore you should write in a manner that reflects that particular audience (for example, your paper should avoid defining certain terms that an instructor would be expected to know).