ENG 101: Rhetorical Analysis Essay Assignment Sheet

GENRE: Rhetorical Analysis

OVERVIEW: "Ancient Greek rhetoricians distinguished among three kinds of appeals to influence readers—ethical, logical, and emotional. As you evaluate arguments, identify these appeals and question their effectiveness. Ethical arguments (ethos), also known as credibility arguments, call upon a writer's character, knowledge, and authority. Reasonable arguments/logical appeals (logos) appeal to readers' sense of logic, rely on evidence, and use inductive and deductive reasoning. Emotional arguments (pathos) appeal to readers' beliefs and values" (Hacker & Sommers, 2021, p. 77).

"When you study how writers influence readers through language, you are analyzing the rhetoric (available means of persuasion) of what you read. When you identify a writer's purpose for responding to a situation by composing an essay that puts forth claims meant to sway a particular audience, you are performing a rhetorical analysis" (Greene & Lidinsky, 2021, p. 53).

DEFINITION: The rhetorical analysis is an essay grounded in argumentation. The rhetorical analysis builds upon the reaction; instead of responding to a reading personally, students will evaluate the text's quality or worth according to a set of established criteria. The critique also builds upon the review; rather than reviewing the quality of a product, book, or movie, students are evaluating the quality or effectiveness of a writer's argument. The critique is a much more analytical and intellectual enterprise than a simple summary, a reaction, or a review. A rhetorical critique requires students to analyze the quality of a text by judging how effectively the author uses the three rhetorical appeals ethos, logos, and pathos.

THE WRITNG ASSIGNMENT GUIDELINES: The essay should be submitted in APA format; see APA tab in *A Writer's Reference*. The essay should an analysis of assigned reading(s) detailing its effectiveness or ineffectiveness as it relates to the three rhetorical appeals. The essay length should be five to six pages to include the title, abstract, and reference pages.

WRITING PROMPT: Choose one of the two articles we have read in Module III (Augustin Fuentes' "The Myth of Race" or C.J. Pascoe's "Dude You're a Fag: Adolescent Masculinity and the Fag Discourse") and write a Rhetorical Analysis Essay identifying and evaluating the effectiveness of the author's use of the three rhetorical appeals: logos, pathos, and ethos.

ESSAY WRITING NOTES:
Write your Rhetorical Analysis Essay following the structure below.

INTRODUCTORY PARAGRAPH: Your introduction must introduce the general subject and offer background information/context on the subject; transition to the intellectual context of the source text; identify the author and his/her credentials; state your assessment of the source text in a thesis statement. (Remember, your assessment is based on the author's use of the rhetorical appeals.) Does the author make a strong or weak argument using the three rhetorical appeals (ethos, logos, pathos)?

SUMMARY PARAGRAPH: Summarize the source text. Students must follow the guidelines of the informative summary. (Your source text is an essay. You can refer to it using the words essay, text, or work.)

BODY PARAGRAPH ONE: Analyze credibility/ethos-related appeals in your chosen author's essay. Students must develop strong topic sentences, use transitions, smoothly integrate/signal textual evidence, include parenthetical citations, and follow-up evidence with explanation. Students should include at least three textual examples. Body paragraphs must have closing sentences.

BODY PARAGRAPH TWO: Analyze reasoning/logos-related appeals in your chosen author's essay. Students must develop strong topic sentences, use transitions, smoothly integrate/signal textual evidence, include parenthetical citations, and follow-up evidence with explanation. Students should include at least two textual examples. Body paragraphs must have closing sentences.

BODY PARAGRAPH THREE: Analyze emotion/pathos-related proofs in your chosen author's essay. Students must develop strong topic sentences, use transitions, smoothly integrate/signal textual evidence, include parenthetical citations, and follow-up evidence with explanation. Students should include at least three textual examples. Body paragraphs must have closing sentences.

CONCLUSION PARAGRAPH: Restate the main point of your critique and look to the future. You might explain the following: What does your analysis reveal about the text you studied? What does your analysis tell readers about the rhetorical concepts used to analyze the text? Why is your explanation of the text or the rhetorical concepts important to readers? What should your readers look for in the future with this kind of text or this persuasion strategy?

REFERENCES: You should include at least one entry on the APA References page, the work you are critiquing.

References

Green, S., Lidinsky, A. (2021). *From inquiry to academic writing: A text and reader* (5th ed.). Boston, MA: Bedford/St. Martin's.

Hacker, D., & Sommers, N. (2021). *A writer's reference* (10th ed.). Boston, MA: Bedford/St. Martin's.

Rubric for Rhetorical Analysis Essay

Criteria:	Arrived	Almost There	Getting There	In Progress	Not Yet
APA Format	25 Formatted according to the APA Style Guide including page setup, in-text citations, and works cited page.	18 Mostly formatted according to the APA Style Guide.	12 Attempts formatting according to the APA Style Guide.	6 Incorrect format; missing required components of APA.	0 Messy, illegible, does not attempt the proper format, does not include required elements of the essay.

Grammar, Mechanics, Usage	25 Few, if any errors (0-1) in grammar, mechanics, and/or punctuation.	18 No more than 2 major errors and less than 5 minor errors.	12 3 major errors or 5 minor errors.	6 3 major errors or 5 minor errors.	0 Numerous major and minor errors that make the assignment illegible.
Introduction	20 Includes a lead paragraph that	15 Mostly does the following: Includes a	10 Adequately does the following: Includes a	5 Lead paragraph may	0
	captures the reader's attention and introduces the general topic. In the last sentence, the thesis is stated clearly and includes the article and rhetorical appeals.	lead paragraph that captures the reader's attention and introduces the general topic. In the last sentence, the thesis is stated clearly and includes the article and rhetorical appeals.	lead paragraph that captures the reader's attention and introduces the general topic. In the last sentence, the thesis is stated clearly and includes the article and rhetorical appeals.	not capture reader's attention. thesis may not be clearly stated or may be too general.	The intro paragraph is missing.
Summary of Article	20 Begins with topic sentence, provides a brief summary of the article with proper in-text citation, and ends with a concluding sentence.	15 Mostly does the following: Begins with topic sentence, provides a brief summary of the article with proper in-text citation, and ends with a concluding sentence.	10 Adequately does the following: Begins with topic sentence, provides a brief summary of the article with proper intext citation, and ends with a concluding sentence.	5 Does not adequately summarize the article with main point and support.	0 The summary of article paragraph is missing.
Body	90 Three body paragraphs are included, each dedicated to ethos, logos, or pathos. evidence rom the article is included, along with proper in-text citations and analysis of examples.	70 Mostly does the following: Three body paragraphs are included, each dedicated to ethos, logos, or pathos. evidence rom the article is included, along with proper intext citations and analysis of examples.	50 Attempts the following: Three body paragraphs are included, each dedicated to ethos, logos, or pathos. evidence rom the article is included, along with proper intext citations and analysis of examples.	30 A body or two paragraphs may be missing. Not enough evidence may be presented.	0 Body paragraphs with topic sentence, supporting evidence, and concluding sentences are missing

Conclusion	20 Summarizes main points/relate back to overall theme/purpose; offers suggestions for how to improve the situation; challenges the reader to act or think differently about the topic.	15 Mostly does the following: Summarizes main points/relate back to overall theme/purpose; offers suggestions for how to improve the situation; challenges the reader to act or think differently about the topic.	10 Attempts the following: Summarizes main points/relate back to overall theme/purpose; offers suggestions for how to improve the situation; challenges the reader to act or think differently about the topic.	5 The following may be missing: Summarizes main points/relate back to overall theme/purpose; offers suggestions for how to improve the situation; challenges the reader to act or think differently about the topic.	0 Concluding paragraph is missing.

Total: 200 Points