You will be completing a rhetorical analysis of a scholarly text of an article or short essay in a book from the discipline of your intended major. One option is to consider an ongoing debate, issue, or argument in your field of study, and to rhetorically analyze a piece of writing concerning this issue. The only limit on choice is that this text must satisfy the following requirements: it must be located within a scholarly or academic journal, magazine, or book, and it must be relatively short in length, no more than twenty pages.

In order to best organize your argument about the text you’re analyzing, please use the following headings to address different elements of the text and its overall effectiveness.

I. Introduction
   - Introduce the text, its author, where it was published, and why it serves as a viable and scholarly source within your field. This section should focus on describing your text, its exigence, and its rhetorical situation. Questions for consideration in this first draft include:
     - What is the title of the article and the author?
     - Why was it written and how does it contribute the scholarly conversation of your field?
     - What is the purpose of this text? What does the author hope to achieve? (Provide a brief summary of the article and the author’s main points.)
     - What are the contexts—social, political, historical, cultural—for this argument? Whose interest does it serve?
     - What type of genre is this text?

II. Rhetorical Triangle

A. Author/Encoder: Describe how the author/encoder establishes credibility by citing his or her credentials, using examples from the text, etc. If you have information about the writer’s work, include it here. Use specific examples and analysis to make your claims.
   - What is the writer’s attitude toward the subject and audience?
   - Who is making the argument? What ethos does it create?
   - What authorities does the writer rely on or appeal to in order to make their argument?

B. Audience/Decoders: Using examples from the text and your own analysis, describe who the intended audience of this text is and why.
   - Who is its intended audience, how do you know?
   - What discourse communities does this text appeal to, and why?
   - What does this audience know and what does it need to know?
   - What does the format and packaging of the text tell you about the intended audience? What is the documentation style? Does the author use headings? What type of language is used? And, what does this tell you about the discourse community associated with this text?

C. Subject: Describe the subject of the text and how it is delineated. Examine the information, argument, reasons, evidence, data, and structure of the text.
   - What can you tell about the writer and the audience from the choice and limitations of the subject?

III. Rhetorical Appeals

A. Ethos: Explain the character and background of the author and how that influence the text’s overall effectiveness.
-Is this person credible and trustworthy? Why?
-What is this person’s bias? What do you know about him or her that would influence your interpretation of the text?

B. Pathos: Describe the emotional appeals within the text and how they influence the text’s overall effectiveness.
-What emotions do the author appeal to? How?
-Are these emotional appeals effective? If so, for whom?

C. Logos: Describe the logical appeals within the text and how they influence the text’s overall effectiveness.
-What logic, reason, facts, statistics are presented?
-What evidence is used to convince the audience?
-What facts are used in the argument? What and whose logic?

Use specific examples from the text when analyzing the rhetorical appeals.

IV. Discussion and Conclusions
-How effective was this text for you as the audience? Why?
-What elements of the rhetorical situation of the text stand out, grab you, or surprise you?
-What conclusions can you draw based on your analysis?
-What does the text tell you about writing in your field?

You must cite at least three secondary sources, including the text you're analyzing, and incorporate at least three direct quotes to support your argument along with information from at least two other sources.

Your final draft should be at least 6-8 pages, with headings, in-text citations, and a Works Cited/References page, formatted correctly in APA or in the documentation style of your major. You should submit an Abstract and a copy of the article you're analyzing when you hand in your final draft.