English 2001—Rhetorical Analysis

This paper will be a rhetorical analysis of an article from your major field of study. Write in basic essay format using the headings below. Include at least three secondary sources (the article can count as one of your sources), but use headings and appropriate in-text citations and a References/ Works Cited page. You should use evidence from the article and include at least three direct quotes to support your argument along with information from at least two other sources. (As far as documentation style, use the style that is most often used in the field you plan to enter, but it should be a style other than APA.)

PART I. Introduction: Identify the title of the article, the author, and where you found this article. Did someone recommend it? How did you choose this particular article? How is it relevant to your field of study? Also write a brief summary of the article, presenting its main point(s), and summarizing the author’s main arguments.

PART II. Examine all of the elements of a rhetorical analysis, providing specific examples and evidence to show readers what you mean:

- Rhetorical triangle:
  a. *Find information about the author/encoder, and explain how the writer establishes credibility by citing his or her credentials, using examples from the text, etc. If you have other information about the writer’s work, include it here and cite it. What is the writer’s attitude toward the subject and the audience? Illustrate your claims with analysis, discussion, and specific examples.

  b. Audience: Who is the audience (decoders) the writer is addressing and how do you know? What does this audience already know and what does it need to know? Use the text to explain your conclusions.

  c. *Subject: What is the subject of the piece and how is it delineated? What can you tell about the writer and the audience from the choice and limitations of the subject? What is the writer’s main argument and how is it developed?

- Analyze the appeals of the writer’s argument or presentation of the subject. Be specific about using the text to support your analysis. What kind of argument does the writer make? (Keep in mind that the article may not rely on all three appeals.)
a. **Ethos:** Character/ background of speaker: Is this person credible? Trustworthy? What is the person’s bias? What do you know about him/her that would influence your interpretation?

b. **Pathos:** Emotional appeal: What emotions are appealed to? How? Is this effective? For whom?

c. **Logos:** Logic and reason: What logic, reasons, facts, and/or statistics are presented? What evidence is used to convince the audience?

- Examine the **contexts** of the article:
  
a. How do the political, social, historical, and/or cultural contexts affect a reader’s interpretation of the article?

  b. What does an examination of these contexts tell you about the article?

- Examine the **packaging:** How does the presentation of the article add to your interpretation of it?

**PART III. Discussion and Conclusions:**

- What elements of rhetorical analysis stand out, grab you, or surprise you?

- What conclusions can you draw based on your analysis?

- For whom would this article be effective? Why?

- For whom would it not be effective? Why not?

- What does this article tell you about writing in your field?

**Use in-text citations for all borrowed material and an appropriate bibliography page.** You should use at least three sources, the article itself and at least two other sources. Turn in a copy of the article along with your essay with the above headings. Use the documentation style that is most often used in the field you plan to enter, but it should be a style other than APA.