

Summary and Rhetorical Analysis

The Assignment: develop a 1000 word summary/rhetorical analysis of one of the essays your group located for your annotated bibliography

Your goal in the analysis is to demonstrate how the various aspects of the text work together to achieve the writer's goal, and to achieve that goal you will need to consider the rhetorical situation, the author, the audience, and the use of rhetorical strategies in the article.

The purpose of this assignment is to help you implement the methods of rhetorical analysis we've discussed in class so far so that you can develop the expertise in rhetorical argumentation that you will need for other projects throughout your college career and beyond.

Process: In order to develop your analysis, you need to look through a rhetorical lens—this is an opportunity for you to work through a professional and disciplinary perspective. You must, for instance, evoke and mention explicitly the terms of our discipline (pathos, logos, ethos, kairos, audience, purpose, genre).

Your argument should be about the strategic use of rhetorical appeals and persuasive power of the particular text and not about the content itself. Focus on HOW it works, not simply WHAT it conveys; discuss how the use of rhetorical appeals determines the effectiveness of the argument and don't get distracted into arguing passionately a particular position or extolling the beauty/creativity of the article! To complete the essay successfully, you will need to discuss specific and concrete elements of the article—the way we will do over the next few class meetings. Rely on the guidance provided by discussion and lecture in daily class sessions.

Invention: Before you begin writing the essay, write out your answers to following questions.

- Describe all the elements of the article in as much concrete detail as possible.
- What do you think is the overall argument and purpose of the article?
- What is the purpose(s) of the argument?
- How does the writer want the audience to think and/or act differently having read the article?
- Who do you think is the specific persona and audience of the article?
- What prompted the argument? That is, why did the writer take the time to produce this particular article at the particular time s/he did?
- What rhetorical appeals operate in this text (list each one in turn)?
- What are the effects of these rhetorical appeals on the persuasiveness of the article?
- What is the primary claim, and what are the supporting claims in the article?
- What type of support is used: appeals, evidence, examples?
- What counterarguments or concessions are made in the article?