

Essay 3: Rhetorical Analysis Essay

Topic Benchmark: Tuesday, October 23

Rough Draft #1 Benchmark: Tuesday, October 30 *BRING TO CLASS*

Rough Draft #2 Benchmark: Tuesday, November 13

Final Draft Due Date: Thursday, November 15 *DUE BEFORE CLASS*

How much it's worth: 25% of your final grade

Objective: In this essay, you will analyze a piece of written rhetoric using the strategies from chapter 2 of *Writing Arguments*. As rhetoricians, you should be able to admit to the merit and value of arguments other than your own, but you must also be knowledgeable and confident enough to challenge those arguments. You will find a newspaper editorial or op-ed article from any reputable newspaper of your choosing. From there, you will analyze that piece of writing using the criteria listed at the bottom of this page.

Audience: I am your audience for the essay. Use must use language and tone appropriate for an academic audience. This also means avoiding use of first person ("I") and second person ("you").

Word Count: 1000 words minimum – 2700 words maximum. Word count does not include any heading information, header or title, or the works cited page.

Sources: Conducting research and properly citing your sources will be required for this paper. You must have at least 3 sources, but no more than 7 sources. All sources must be scholarly. These sources will be used to both support and refute the initial article you choose. You *do* have to cite these sources using in-text citation and a works cited page.

Format: MLA for the essay itself and for citations

Your essay must include the following:

- ❖ Explain why you chose the issue/topic.
- ❖ Provide background information on the author of the piece and the newspaper in which the piece was printed.
- ❖ Write a one paragraph summary of the article (reading to believe).
- ❖ Identify any successful and/or failed use of ethos, pathos, logos and kairos.
- ❖ Discuss the sources you find in support of the original article. This includes any credentials and *how* these sources work in support.
- ❖ Write at least one paragraph doubting the original article (reading to doubt).
- ❖ Discuss the sources you find in refute of the original article. This includes any credentials and *how* these sources work in refute.
- ❖ Conclude with a statement on the effectiveness (or lack thereof) of the original article now that you have read articles from both sides of the argument.

Final Submission: The final draft of your paper must be submitted to Turnitin.com before class on Thursday, November 15.

Help:

- ❖ If you have ANY questions about this essay please contact me via email or during my office hours. If you need help developing, drafting, and revising your essay, please visit the Writing Center in English Building room 242 on campus.
- ❖ You can visit their website at <http://www.kennesaw.edu/english/WritingCenter/>
- Chapter 16 “Incorporating Sources into Your Own Writing” and chapter 17 “Citing and Documenting Sources” in our textbook *Writing Matters* will be very useful to you during this paper. You should read through and refer to these chapters often.

Grading Rubric:

Criteria	Very Well	Well	Average	Somewhat	Poorly	Not at all
Organization: how well have you structured and grouped your information?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Logical development: how well have you thought through and supported your ...?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Sources: how well have you selected reliable and varied sources?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Integration of source material: how well have you integrated sources into your writing?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Citations: how well have you followed MLA style rules for works cited and in-text citations?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Focus: how well do you stay on your topic	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Coherence: how well can we understand what you are saying?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Format: how well have you met the format requirements?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)
Grammar and mechanics: how well have you met the standards of college-level writing?	(5 points)	(4 points)	(3 points)	(2 points)	(1 points)	(0 points)