

Essay 3: Rhetorical Analysis 200 points (20%)

Assignment: Write a 4-5 page rhetorical analysis of a New York Times opinion piece.

To analyze a text means to closely examine both *what* the text says and *how* it says it. Your goal in analyzing any text is to demonstrate how a text achieves its effects (logos, ethos, and pathos), how successfully it achieves those effects, and what it means. Authors are not innocent: they write to persuade. In this analysis, you will acknowledge that rhetorical purpose and dissect the argument.

Due Dates and Formatting:

- This assignment should follow MLA formatting guidelines discussed in class and detailed in *Everyone's an Author* (chapter 27, p. 535—see Purdue OWL for additional resources).
 - Preview Draft (*at least 2 pages*) to be submitted by 11:59 p.m. on Friday, October 21st
 - Conference Draft (*at least 3 pages*) for individual conference on Monday, October 24th
 - Peer Review Draft (*at least 4 pages*) for Peer Review Exchange on Wednesday, October 26th
 - Final draft to be submitted by 11:59 pm on Monday, October 31st
1. **Article Selection:** You will begin by selecting a New York Times opinion piece you wish to analyze (with my approval).
 2. **Summarization:** Next you will summarize the article. Assume I have not read the article. Summarizing is an art. You want to ensure that you convey the entire argument, not merely part of the argument. At the same time, you want to provide enough detail to present a cogent articulation of the argument. However, you should avoid too many details. You will have to decide what information is necessary for you to present the author's argument, without becoming tedious. Remember, the summary should not form the bulk of your essay; the summary is one component of your essay.
 3. **Analysis, Part 1:** The bulk of your essay should be analysis, which consists of two parts. The first part of your analysis is to consider how the author makes the argument. You will make the rhetorical situation the focus of this section of the essay. The rhetorical situation is composed of purpose, audience, genre, and stance. In this section you should explain how each of these components affect how the article is written.
 4. **Analysis, Part 2:** The second part of the analysis is your judgment of the effectiveness of the article's argument: does it persuade? Why or why not? This judgment should be mentioned in the thesis that drives the essay. That is to say, your thesis should encapsulate your analysis of the article, both the "how" and the "how well." You do not have to devote equal time to each part of the analysis section of this essay, but insure both parts are present and fully developed.

Source Citation:

You are not required to conduct any secondary research for this assignment. However, any secondary sources you consult must be cited, both in the text and on your Works Cited page. The text you analyze must be cited thoroughly and correctly, regardless of whether you perform any outside research.

Your essay should incorporate no fewer than three and no more than five quotations that are properly introduced, cited, integrated, and explained in terms of your argument. You must also include a proper MLA Works Cited page for the text you analyze.

Grading Rubric: The following criteria will be used to grade this essay.

Content (70 points)—Analytical thesis statement, identification of rhetorical strategies, and understanding of chosen text

Organization (40 points)—Intro/conclusion, transitions, ordering of information

Evidence/Support (35 points)—Use of textual support, citations, Works Cited page

Word Choice/Language (35 points)—Appropriate tone and attention to audience

Grammar/Mechanics (20 points)—Punctuation, spelling, and sentence fluency