



A Rhetorical Analysis and Artifact

The purpose of this rhetorical analysis is to illuminate the rhetorical strategies at work in a particular cultural text and evaluate the text's persuasive effects. A successful rhetorical analysis will answer the following questions and address the following concerns:

- Who are the intended and invoked readers of the text?
- What is the purpose of text? What kind of argument is it?
- What are the claims articulated in the text? What kind of evidence is used to support those claims?
- How effectively do the author or authors employ that evidence?
- Are alternative or resistant readings of the text possible?

Your essay should make an argumentative claim about the piece you analyze, and use the above questions to illuminate and support that claim. Your essay should clearly demonstrate the use of a specific perspective (e.g. neo-Aristotelian, feminist, media analysis, Marxist, etc.), emphasizing the vocabulary and concerns of that particular lens. (Please review the relevant sections of Brummett before beginning your analysis.)

Additional Requirements

The paper should be 1,000-1,500 words long, double-spaced, and carefully proofread. Please proofread both your words and your arguments yourself in addition to using the computer for spelling- and grammar-check. You must turn in a "good faith" draft (full length, demonstrating some research and careful thought) so that everyone benefits to the fullest from peer evaluations on 2.20.

The Artifact

In addition to writing a rhetorical analysis of your cultural text, you will produce your own artifact, "an action, event, or object" that clearly relates to the cultural text you have analyzed. Creating your own artifact will allow you to demonstrate your understanding of your cultural text and give you some experience in actively producing such a text. For example, if you analyzed an iPod as your cultural text, you might create a Playlist as your artifact; if you analyzed Fox News, you might record a 1-minute news story or promo spot. We will discuss artifacts to compliment your analysis and cultural text on 2.20 and during our conference the following week.

Evaluative Criteria

I will consider the following criteria when commenting on any rough drafts and in determining your final grade:

1. Your demonstrated understanding and application of the rhetorical concepts and terms discussed in class and in the textbook;
2. The thoughtfulness of your argument, and the thoroughness and strength of the evidence you use to support it;
3. The organization of the essay as a whole, and of its parts (i.e., paragraph unity and sentence-level clarity);
4. Mechanical, stylistic, and grammar issues. During your revision process. I will use a technique called "minimal marking." You will be responsible for finding and correcting mechanical errors in your own writing.

We will develop a more detailed rubric for evaluation in class together.

First draft DUE 2.20.2007

Conference with me on paper SCHEDULED FOR week of 2.26.2007 – 3.2.2007

Final draft (with Artifact) DUE 3.13.2007