

Rhetorical Analysis Paper (10%)

Write a 3-4-page (double-spaced; 900-1200 words) thesis-driven essay in which you analyze the effectiveness of writing techniques that are used in a nonfiction text we have read (listed below). Identify, describe, and analyze the rhetorical appeals to **ethos, pathos, and/or logos**. Make reference to one additional secondary source noted below to support your argument about the rhetorical effectiveness of the primary text you are analyzing.

Choose a text you liked the most from those provided by the instructor for this assignment and defend your analytical claims using textual evidence such as quotations.

Guiding Question: *What is the concept being discussed and introduced? What written or visual techniques are used to present the message of the text? What is the significance of the concept(s) the author is explaining for the intended audience?*

Primary Text Choices:

Ruha Benjamin, *Viral Justice: How We Grow the World We Want* (**excerpted introduction only**)

Or

Michael Karlberg, "Discourse, Identity, and Global Citizenship" (article in *Peace Review: A Journal of Social Justice*)

Secondary Additional Source:

UN Declaration of Human Rights (**or**)

Ron Finley TED Talk, "Guerilla Gardner"

Directions: You will need to carefully read and re-read your chosen text to fully familiarize yourself with it. Annotate the text thoroughly, paying special attention to any writing techniques that are used in the text.

Since your main focus in this paper is the text rather than your personal experience, though, you should limit your use of the word "I" in the body of the paper. However, you are encouraged to use "I" in your conclusion to end with a personal connection and develop your ethos as a writer.

Because this is a thesis-driven essay, you will need to make sure your paper has an arguable, specific, and complex thesis about the effectiveness of the writing techniques used to make explicit and/or implicit statements about the concept being presented. You will also need to develop supporting paragraphs that are unified around arguable topic sentences and that defend these topic sentences with analysis of specific examples from the text. You should avoid summarizing the text throughout your paper. Excessive use of summary can seriously undermine an analytical essay.

Format: Your paper should be typed and use the following MLA formatting rules:

- 1" margins all around
- Times New Roman 12 point font
- Correct heading: student's name, professor's name, class, and date
- Running header: student's last name and page number at the top right of each page
- Centered title
- Double spacing
- ½ inch indentation for the first line of each paragraph

Use this Essay Map as a Guide



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Introduction Paragraph

- ✓ Provide an opening sentence and introduce the text you are writing on (For example, “Inarticle, “....”).
- ✓ Then, provide 2-3 sentences of summary about that text.
- ✓ Finally, conclude with a thesis that uses the 3-step method of WHW (What, How, Why/So What) with reference to **rhetorical appeals** (see Dr. Kaufman’s PowerPoint on Thesis for Rhetorical Paper)

4+ Body Paragraphs:

- ✓ Start each paragraph with a topic sentence which gives the main idea of the paragraph. This topic sentence should be connected to the thesis.
- ✓ Each paragraph should include at least 1-2 quotations or types of evidence from your text. Make sure to use MLA in-text citation style after quotes and paraphrases (ex. Karlberg 209).
- ✓ Include a bridge (connection/transition) between paragraphs and flashlights (transition words) within the paragraphs
- ✓ Include a reference to a secondary source that supports the arguments you are making (for example: Ron Finley and Ruha Benjamin use the organic/ natural metaphors of “growing” food/gardening to talk about social change/community change. You can elaborate on that point in one of your paragraphs citing directly from both Finley’s talk and Benjamin’s writing.)

Conclusion Paragraph:

- ✓ Bring together all your interesting analysis of the text and provide us with an intriguing thought to end this paper.
- ✓ Include a personal ending; you may use “I.”

Works Cited Page

- ✓ Cite the text you use and any other optional source in MLA format

****Draft to Final changes: When grading the final version, the draft is used to compare the extent of the changes made. Please read and digest all comments on the draft from Dr. K to get the highest score possible!**