**Rhetorical Analysis**

Write an essay of 700-800 words (minimum) that analyzes one speech from the list below.

**Choosing a Speech**

Choose one of the following speeches (links to videos and text found in Canvas)

* Bernard Harris (Astronaut), Worcester Polytechnic University, 2015
* Michelle O’Bama (Attorney, First Lady of the United States), Dillard University, 2014
* Neil Gaiman (Author), University of the Arts, 2012
* Victor Hwang (Entrepreneur), Austin Community College, Fall 2014

**Requirements**

Your paper MUST include

1. A well-organized introduction that:

-Grabs the reader's attention

-Provides an overview of the content of your paper

-Includes a strong thesis that takes a stand on the overall effectiveness of the writer's strategies in achieving the text's purpose for the audience

1. A summary of the speech (no more than 300 words) in which you:

-Describe the “Rhetorical Situation” for the Commencement Address

-Identify the author's argument(s) and the text's thesis/main idea

1. A minimum of one paragraph for each Rhetorical Strategy (which must include *ethos, logos, pathos,* and a minimum of one additional rhetorical strategy) in which you:

-Identify the strategy

-Describe how the writer employs the strategy

-Evaluate the effectiveness of the specific strategy

-Support your analysis with specific examples in the form of properly cited quotations from the text

1. A minimum of one paragraph in which you evaluate the overall effectiveness of the rhetorical strategies in communicating the author’s purpose to the audience
2. A conclusion that summarizes your argument and effectively wraps up your paper

# You must use specific quotations from the text to support your analysis throughout the paper and your quotations must be cited properly in MLA style

Your paper should be well-organized, with a clear thesis that is supported by quotations from the text, clear transitions between paragraphs, and free of grammatical and spelling errors.

You must include a properly formatted MLA style Works Cited page..

**Grading Criteria**

Your essay will be evaluated based on the following criteria:

* Clear and focused thesis statement.
* Paragraphs fully developed with detailed supporting evidence.
* Accurate representation of the speeches
* Rhetorical appeals and strategies identified correctly
* Proper use, citation, and documentation of source material using MLA format.
* Effective essay organization to create a clear line of argument.
* Clear and precise sentence-level rhetoric (grammar and style).

Consult the assignment rubric posted on Canvas for more detailed criteria.

**Other Important Info**

**Due Dates:**

**September 25:** Topic proposal due. Complete the detailed topic proposal worksheet and post to Canvas **October 2:** First draft due. Post your full rough draft to Canvas for Peer to Peer connection

**October 9:** Final draft due. Submit the final draft to Canvas before midnight.

**Relevant Textbook Chapters and internet links:**

Be sure that you are familiar with the information in all of these chapters as you compose your casebook argument:

* Chapter 4: Writing a Rhetorical Analysis, PA 89-111
* Introduction: “Understanding Arguments,” *PA* 3-18.
* Rhetorical Strategies: <http://www.miracosta.edu/home/dperales/newrhetorical%20strategies.htm>
* Chapter 2: “Thinking and Reading Critically,” *PA* 53-74.
* Chapter 9: “Summarizing, Paraphrasing, Quoting, and Synthesizing Sources,” *PA* 313-27.
* Chapter 10: “Documenting Sources: MLA,” *PA* 329-49.
* Chapter 11: “Avoiding Plagiarism,” *PA* 351-95.