**Final Rhetorical Criticism Paper**

Your final project in this class will be to develop a rhetorical criticism paper using one of the methods of criticism we discussed during the semester and to present your research findings to the class. In the introduction of your paper, you will need to explain why you selected your particular artifact, and what you hope to learn by undertaking this study.

As part of your research, find an article that uses the type of critical methodology that you are using for your project. It would be ideal to find an article that uses your method on an artifact similar to your own. For example, you might want to read an article in which the author used fantasy theme criticism to analyze a film if you are planning to do so in your paper. It will give you some insights as to how to proceed in your analysis.

Based on the method of rhetorical criticism (Cluster, Fantasy Theme, Pentadic, Metaphor, etc.), you will code your artifact by following the units of analysis provided in your textbook. For example, if you use Cluster Criticism, you will identify key terms, look for god terms and devil terms, and chart the clusters that surround these terms. You will likely address some related Burkean concepts, like identification and terministic screens. For some of these methods, you have to decide what your coding scheme will be. Don’t just label a few words or images and write the essay. Take some time to repeatedly view/read your artifact and take lots of notes.

After you have spent some time thinking about what you have found through applying the critical method, it is time to address your overall theme. What do you want to say about the rhetoric of the film, ad campaign, play or speech that you are studying? What stood out to you as interesting, important, or surprising? By doing this you can develop a research question that ties together your analysis and focuses it for the reader.

**Writing the Essay**

Think about the analysis and the final essay as two separate processes. In the final draft of your paper, you will not include all of the coding and description you prepared while analyzing the artifact. Your final rhetorical analysis is an argument or a reading of your artifact that uses one of these methods of criticism to address your research question. If the paper is an argument, envision the coding and description you provide in the paper as evidence, or support of your argument. Your critical essay will include five parts:

1. Introduction — State your research question, its contribution to rhetorical theory, and your thesis.

2. Description of your artifact — Summarize the artifact and its context. Most of the time, your reader will be familiar with your topic, but in case s/he is not, provide an overview of the artifact and include contextual information that supports your analysis.

3. Description of your method of analysis —Name the person who created your method of criticism and define key concepts and the procedures you are using. Be sure to cite at least two sources in this section. Mention how other critics have employed this kind of criticism.

4. Report on the findings of the analysis —This will be the largest part of your essay. Explain what you found out from the method you used. Support your analysis with examples from the text. If you would like, you can cut and paste images into the text of your paper. Do not get carried away so that there are more images than text.

**5.** Conclude with contribution to rhetorical theory — What is the big picture? Does your analysis serve as an example of how the method worked? Can you make any broader comments based on your analysis?

**Two Parts to this Assignment:**

1. Final Paper Requirements

· Minimum 5 pages

· 5 sources in bibliography, including at least one peer reviewed academic journal such as the Quarterly Journal of Speech, Critical Studies in Media Communication, Women’s Studies in Communication, Journal of Popular Film, Journal of Communication, etc.

· Format your paper according to one of these style guides: APA, MLA, or Chicago