

Ling 281
Fall 2018

Paper #2 – Analysis of Persuasive Appeals and Rhetorical Strategies

Minimum 1400 words

Write an analysis of an academic text's argument, with particular emphasis on rhetorical strategies.

Use MLK's "Letter from Birmingham Jail" to demonstrate an understanding of "persuasive appeal" and "rhetorical strategy." Ultimately, your paper will demonstrate an explicit knowledge of choices authors make to inform, influence, or persuade audiences.

To be successful, this analysis will include the following components:

1. An introduction that introduces your **project** to the reader and describes the work to be done in the body of the paper.
 - a. Preview the general **organization** of your paper
 - b. Preview the **key questions** your paper addresses
 - c. State your claim and **reason** concerning what you notice about the rhetorical choices authors make
2. An explanation of the authors' central claim and reason, as well as background on the **author**, the **audience**, the **social context**, the **place of publication**
3. A discussion of the authors' use of persuasive appeals. You may decide to discuss logos (logic), pathos (emotion), and ethos (credibility), or you may decide to discuss only one of these appeals. These appeals are achieved by using rhetorical strategies, so your investigation will begin by identifying a strategy and then showing how it persuades through logic, emotion, and/or credibility.
4. A conclusion that tells the significance or consequence of understanding persuasive appeals.

Although these sections are listed separately, your paper will link them through smooth transitions. Remember that you will need to provide quoting and examples to support your claim.

Due Dates:

10/16 – **Outline due**; in-class writing

10/23 - submit revised paper to turnitin on Blackboard

11/9 – final draft of paper 2 submitted to turnitin on Blackboard