

Unit I: Analyzing Rhetoric

Article Rhetorical Analysis

Length: 700 – 1,000 words

Rough Draft Due: February 4th

Follow MLA Conventions*

Final Draft Due: February 8th

*double-spaced with one-inch margins, in Times New Roman, 12 font. See sample paper on D2L.

THE ASSIGNMENT

In this assignment, your goal will be to assess the effectiveness of a written argument, based on who you deem its audience to be and what you deem the author's purpose to be. To do this, you will need to analyze the argument using the tools we discuss in class, like the rhetorical situation and rhetorical appeals. You will support your claim with rhetorical concepts and specific examples from the argument.

Your introduction should provide a clear **summary** of the article – this should only be a paragraph! You will want to identify the author, the title, the place of publication, and the main argument/points of the article. You will also want to discuss the audience. Then you will move into your **analysis**. You will make a clear claim about the effectiveness of the article for its audience, and then support your claim with evidence from the text, analyzed through the rhetorical concepts from class. Your **conclusion** should consider the “so what?” of this analysis: why does it matter if the article is effective or not? What impact does it have (or could it have) on its audience?

Remember: an analysis does not simply break down an argument and explain *how* it works; an analysis focuses on *WHY* it works or does not work (i.e. how it is effective or not), then explains how the argument works to support the claim of effectiveness.

Be careful to not let your own opinions color your perception of the article. It doesn't matter if you agree with the writer. You are considering the writer's argument and evaluating how that argument is composed rhetorically – your assessment of the article's effectiveness should consider all of the argument's rhetorical elements, not center on your personal viewpoints.

THE ARTICLES

Read and analyze one of the following:

Adewunmi, “I'm Tired of Looking at All These Bad Wigs on Black Actors”

(<https://www.buzzfeednews.com/article/bimadewunmi/bad-black-wigs-tv-michonne-walking-dead>)

Cottom, “The Poor Can't Afford Not to Wear Nice Clothes” (<https://medium.com/s/story/the-poor-cant-afford-not-to-wear-nice-clothes-b015f6a79561>)

Willmore, “Is It Just Me, or Is Marie Kondo's Netflix Show Weirdly Dark?”

(<https://www.buzzfeednews.com/article/alisonwillmore/marie-kondo-tidying-up-netflix-late-capitalist-panic>)

*You also have the option to find an article of your choice for this analysis. I must approve this article, though, which means you must send me a link to the article by **8am on Feb. 1**.*

THE PROJECT PORTFOLIO

Make sure you include in a two-pocket folder:

- Two rough drafts with your classmates' comments & two workshop worksheets
- Final draft (in MLA format) – also upload to D2L