

ESL 111, Unit 3: Rhetorical Analysis Overview

Student Assignment Prompt (20% of final grade)

Purpose: This assignment is designed to help students develop sensitivity to rhetorical situations and strategies in order to interpret and communicate persuasive messages more effectively. It also aims to help students practice essential skills in academic writing: *critical thinking, summarizing, analyzing, and evaluating*.

Type of Assignment: The rhetorical analysis essay assesses student's ability to summarize and evaluate a written text, and analyze the persuasive strategies. These skills are useful in communicating persuasive messages more effectively in argumentative texts and research papers.

Task: You will read a short argumentative text that deals with a current, somewhat controversial issue and critically analyze the text, writing a Rhetorical Analysis Essay that evaluates the effectiveness of the article's argument, answering the following questions:

1. *Who is the author?*
2. *What is the purpose of writing? What is the argument?*
3. *Who is the author's intended audience?*
4. *How does the author present his/her argument? What kinds of persuasive strategies, appeals, and language does he/she use to present the argument?*
5. *How effective is the author in persuading his/her intended audience?*

You will write a 3-4 page essay based on your analysis. You must analyze your chosen text; DO NOT merely summarize or argue for or against the issue presented in the text.

Formatting Requirements: Essays should be 3-4 pages, Times New Roman, Size 12, Double-spaced, with 1-inch margins on all sides (Paper size: 8 1/2 x 11-inches). Final draft should meet basic APA-formatting requirements including a References.

Source Requirements: 1-2 argumentative articles will be provided by your instructor. The focus of your essay will be to analyze one of these texts, although you may use outside sources as well, if you choose, and these should include appropriate in-text APA-style citation as well as be added to the References page.

Plagiarism Warning: All sources should use correct APA-citation style. Final papers with significant plagiarism, whether intentional or unintentional, may receive a failing grade on the assignment and/or automatically fail the course. ALL A-level final drafts must be completely free from plagiarism.

Deadlines/Timeline:

1st draft Rhetorical Analysis due -- 11/3/2016, 11:59 p.m.

2nd draft Rhetorical Analysis due 48 hours before your Individual Conference (Week of 11/8)

Final draft Rhetorical Analysis due – 11/15/2016, 11:59 p.m.

Submissions: Designated links on Moodle TBA.