

ENGL 319
Rhetorical Analysis Writing Prompt

"...rhetoric is a mode of altering reality, not by the direct application of energy to objects, but by the creation of discourse which changes reality through the mediation of thought and action."

(Lloyd Bitzer)

Planning

Find a web site that focuses on the issue or social movement that you plan to research and create arguments for/about throughout Module 3. This assignment will ask you to analyze the rhetorical approaches already engaged in this issue or social movement to assess the way that it is represented online, to whom, and how effective it is at meeting its goals. You can choose an entire web site, or just one page, video, etc. Keep in mind that you will need to engage in a deep analysis of the text you choose for this assignment. Additionally, this will give you a starting place for your upcoming research into this issue or movement, provide a basis for how this issue or movement is already represented, and allow you to strategically plan your own arguments and interventions for your upcoming projects.

Once you have chosen a web site/digital text for analysis, you will begin collecting rhetorical data by using a "Heuristic for Rhetorical Analysis," which you can find embedded into our class schedule. Once you have gathered your data about how rhetoric works in your text, you will turn this into a rhetorical analysis essay for the purpose of examining the rhetorical approaches of your chosen issue or movement. Be sure to pay attention to both *textual* (details found within the text) and *contextual* (the time, place, and events that influence the text from outside) elements of the analysis. Once you have collected a wide range of details, you will then decide how to organize and arrange your paper, what details to include or exclude, and/or which elements are the most prominent or persuasive.

Drafting

Some issue to consider when creating your draft:

- What appeals are used in the representation of this issue or movement? How are they used and to what effect?
- Who is the audience for the text you are analyzing?
- How is this audience supposed to feel about the issue or movement? What are they supposed to do as a result of the information presented?
- How does this issue or movement use visual rhetoric to support its arguments or ethos?
- What arguments does this site, page, or video make? How are these arguments constructed? What counts as "evidence?"
- Using your deep listening and empathy skills, what feelings and need are expressed in your text? What needs does this text hope to fulfill with its rhetorical approach?

Be sure to consider all of these questions at some point in your draft. You might choose to build some of the answers to these questions into the body of your analysis, while some of them might be best suited to concluding paragraphs and summative analysis.

Your final draft should be at least 3-4 pages long, single-spaced, in MLA format with standard margins, fonts, and font sizes.

See Class Schedule for due dates!