Write a rhetorical analysis of "A Fable for Tomorrow" (667-9), the first chapter of Rachel Carson's important 1962 book Silent Spring. After some objections by the chemical industry, Carson's book led to the banning of DDT worldwide. The book is generally agreed to have been a rhetorically effective argument about the dangers of human control of the environment. In light of the book's success over time, your goal is to analyze the first chapter's rhetorical efficacy. How does the first chapter set readers up emotionally to be receptive to the rest of the book? How does a fable echo the ethos of other authors who came before Carson? What logic is used in the first chapter if any?

How does the chapter's placement at the beginning have a greater effect than if it were placed elsewhere? How have the audiences changed over time? How has the topic of environmentalism changed? Ask yourself questions like these and others, and analyze the rhetorical effectiveness of Carson's first chapter. You may focus on any combination of rhetorical concepts that your analysis benefits from. Organize your essay in a clear, assertive argument about how the chapter functions rhetorically. Purpose: Your purpose in this assignment is to demonstrate your ability to discern the argument of a text and judge the degree to which the author is successful in making that argument (from “not successful” to “very successful” and anything in between). This assignment will require you to carefully select components of the author’s work as evidence supporting your own argument about what you feel works well (or poorly, or both) in the text.