***Rhetorical Analysis***

**Prompt**

For this paper, you are asked to write a comprehensive argument analysis based on one of our readings this semester that addresses the following prompt:

Identify and provide a brief explanation of the author’s argument; identify two persuasive strategies that the author uses to support his or her argument and analyze how those strategies might persuade the reader to support the claim; discuss the assumption(s) on which the argument is based; and evaluate the extent to which the reader would find the argument convincing. Be sure to follow these directions carefully, rather than simply agreeing or disagreeing or writing an extensive summary of the article.

Successful papers will:

* Begin with a concise introduction that contextualizes the your analysis and signals the structure or layout of the paper
* Provide an account of the rhetorical situation sufficient to establish the audience’s presuppositions
* Accurately map the basic layout of the rhetor’s principal sub-claims; identify claim, data, and warrant
* Demonstrate how the rhetor employs at least two rhetorical strategies to further their argument among their intended audience.

Note that the length of this paper is capped at three pages. Accordingly, you must budget your space by writing succinctly. The goal is to convey meaning using as few words as possible. This takes a great deal of time and revision.

***Rhetorical Analysis: Approaching Structure***

* **Sample structure/organization**

There isn’t a single, universal structure to a rhetorical analysis. However, I offer here one approach to guide those who are looking for a starting place.

* **Introduction**
* **Background/context**For this part, think of a rhetorical precis in which you outline the rhetorical situation, accounting for the intended audience, rhetor, purpose, and exigency. Additionally you should note the rhetor’s main claim and purpose
* **Thesis/contract**Make clear the aim(s) of your work, and signal (implicitly or expressly) the scope of your project
* **Body paragraph #1**
* **Sub-claim #1/Rhetorical Strategy #1**
* Begin with a statement that summarizes the rhetor’s sub-claim
* If not noted in the first sentence, identify the rhetor’s principal reason or data
* Examine the warrant to identify the assumption(s) on which the rhetor’s claim relies; is the claim warranted?
* Note the rhetorical strategy used and describe how it advances the claim
* Back your observation with textual support (i.e. bring in a quote).
* Describe how the audience is affected and whether (and how) this furthers the aims of their argument. Is it persuasive?
* **Body paragraph #2**

**Sub-claim #2/Rhetorical Strategy #2**

* Begin with a statement that summarizes the rhetor’s sub-claim
* If not noted in the first sentence, identify the rhetor’s principal reason or data
* Examine the warrant to identify the assumption(s) on which the rhetor’s claim relies; is the claim warranted?
* Note the rhetorical strategy used and describe how it advances the claim
* Back your observation with textual support (i.e. bring in a quote).
* Describe how the audience is affected and whether (and how) this furthers the aims of their argument. Is it persuasive?
* **Conclusion**
* **Simply bring the matter to a close**

Note that by the time you reach this point, you want to leave very little doubt to your conclusion. Your audience should be well aware of your end point because, if you’ve written it well, the paper will lead necessarily to this end. In other words, your conclusion should be the natural result of the work you laid out in your analysis.