

Rhetorical Analysis paper - #1 for College Composition II – DUE - JANUARY 21 at NOON.

You will submit your analysis paper to TurnItIn.com by noon on 1/21/17.

Use Faigley's *Writing* text pages 246-247 and 254 to help you with the analysis paper.

Locate an editorial / opinion piece from a newspaper or on-line source that is signed (has an author's name – not just STAFF or EDITORIAL STAFF. Look for a signed opinion written by a person) and has a publication date. **IMPORTANT:** Find a local opinion or editorial about a local issue **not** a national issue. You will not receive credit if you analyze a national topic.

You can find OPINIONS or EDITORIALS easily in the Opinion section or in the sports section where writers will write opinions or editorials related to sports. The word COMMENTARY is a clue that the article is an opinion. There are professionals who write for newspapers who are columnists whose job it is to develop opinions for the paper's readers.

Some common websites that have local opinions – Ohio.com (The Akron Beacon Journal); Cantonrep.com (The Canton Repository); Cleveland.com (The Cleveland Plain Dealer); Dispatch.com (The Columbus Dispatch)

GOAL: Analyze a recent LOCAL opinion or LOCAL editorial from any time in 2016 to the present for the EFFECTIVENESS of the author's logical (logos) and emotional (pathos) rhetoric while addressing the writer's credibility (ethos). (Yes, this assignment is like a reader response from semester 1.)

In the introduction, make sure to give the name of the newspaper where the editorial was found, and give a short one to two sentence summary of the article. Include the context in which the author is writing – location of the message – town, state, section of the paper. Also, write a sentence about what specific group of people the author's message is directed toward or incorporate the specific intended audience somewhere in the introduction. Include the thesis statement in the introductory paragraph.

Follow the thesis statement models. (Underline the thesis in your analysis essay.)

A. Doreen Burkey, author of the June 15, 2016 editorial, "Everyone should eat sushi," effectively used both emotion and logic to persuade adult readers to explore a new cuisine. (EFFECTIVE)

B. Doreen Burkey, author of the June 15, 2016 editorial, "Everyone should eat sushi," ineffectively used both emotion and logic to persuade adult readers to explore a new cuisine. (INEFFECTIVE)

The body paragraphs that follow should serve to prove your claim of effective or ineffective to be true.

ADVICE: Analyze the author's word choice – are the words emotional or logical in connotation? Analyze the author's use of any fallacies of logic or emotion. Is the author a credible source?

Nuts and bolts – check my JHS teacher website, COMP II, under Assignments for more on Emotional and Logical Rhetoric if you are unfamiliar.

- Please use Times New Roman 12
- Length 1.5 to 2 pages.
- Do not use "You, Your, One" (no second person) – instead use specific audience words.
- Remember, when you refer to the author after first reference, use his or her last name in all future references. Burkey said. Write in past tense for what the author wrote, said, asserted, found, showed.