

## Beginning Rhetorical Analysis

### Assignment:

In this speech you will perform a rhetorical analysis of one article from the Conversations reader (please exclude fiction articles and the first four articles we will read together). You will have specific presentation goals well as rhetorical goals. The rhetorical goals will make up the content of the speech, the presentation goals will help you formulate the speech and deliver it. After you select your article, you must examine it thoroughly.

Your **rhetorical** goal is to analyze an argument by identifying:

- 1) The Author – Who is speaking? From what perspective do they speak? What information do we gain by knowing about the author? What Persona is adopted?
- 2) The Audience – To whom does the author wish to speak? To whom is the author actually speaking?
- 3) The Situation or Exigence in which the article is written – What is occurring (going on in the world) to provoke the writing?
- 4) The Purpose of the Article – Why has the article been written? What is it that the author is trying to accomplish?
- 5) The Major Claim – What is the central claim of your specific article? Is it a fact, value, or policy claim or some combination of these?
- 6) The Major Supporting Arguments – What claims and arguments prop up and contribute to the central claim of the article?
- 7) Argument Structure – How is the material organized? Where is emphasis provided?
- 8) Tone – What is the author’s attitude toward the subject and toward the audience?

Please notice these goals call for you to describe a text. You are NOT to present an evaluation of the article; that will come later. For now, your job is to take apart your one article and faithfully represent it as it has been written.

Your **presentation** goal for this speech is three-fold. First, you should clearly identify the purpose of your speech, without relying upon saying “The purpose of this speech is to ...”. Second, you should focus on maintaining a comfortable posture and using comfortable gestures. Third, you should analyze the audience to whom you are speaking. While you will not directly tell us about your audience analysis in your speech, the work that you have done here should be apparent in your speech construction and delivery.

This speech is to be 3 to 5 minutes long. You will use a key word outline for your presentation. Please bring two copies on your final presentation day. No visual aid is required for this speech.

### Workshop Goals:

For the first in-class workshop, come to class with written answers to the controversy goals for your article. You will be unable to receive feedback from your peers without these answers. The second workshop is a practice speech day. Come to class with speaking outlines.

Grading Criteria: The speech is worth 150 points in total.

10 points for the key word outline- Does it follow the format for an outline?

15 points for speech standards- Was the speech delivered extemporaneously? Did delivery enhance the speech? Were time limits followed?

60 points for the rhetorical objectives- Are all areas addressed correctly?

30 points for presentation goals- Are the three criteria met?

10 points for organization- Are the main points organized well?

25 points for revision standards- Does the final product demonstrate that revision has occurred because of the workshops? Has editing taken place from start to finish?

On the final presentation day, please bring three things: 1) all your materials from the first workshop (answers and sheet), 2) the outline and workshop sheet from the second workshop and 3) the final outline of the speech.