English 1A Fall 2016 **In-Class Essay**: **Rhetorical Analysis of an Argument**

**Overview**: You have learned the basics of rhetorical analysis; now you will practice those skills by writing an analysis of an argument.

**Directions:** Read the attached argument and discuss (concisely) how the following rhetorical elements are operating.

* Who seems to be the **intended audience** and how can you tell?
* What is the **context** for the argument—In other words, why should this audience care about this topic in the here and now?
* How does the writer establish her **ETHOS**: good sense, good morals, and good will? (Cover all 3)
* How does the writer use the **PATHOS** appeal: emotions, values, beliefs? (cover the first 2, at least)
* How does the writer use the **LOGOS** appeal: evidence and logical reasoning?

**Format:** PLEASE SKIP LINES! Write as NEATLY as possible. (If I can’t read it, you didn’t write it.)

**Find examples** from the argument **for each of the appeals** and **discuss** how they would likely operate on the audience.

Example (logos) from *Travel as a Political Act*: For his logos appeal, Rick Steves brings in information and observations from his own travels to support his claim that travel can shift your perspectives and shake your certainties, for instance reporting that in some countries shaking your head can mean “yes” and nodding can mean “no.” (Likely you’ll have more than one example, but this is how to shape it.)

**Tips:**

* You will find that a lot of **being “right” here depends on** **how you frame your examples**. The passage above could be easily adjusted to make a comment on Steves’ ethos appeal (because he gains credibility by showing he’s learned things on his own travels). Similarly, outright statements of a writer’s values can be seen as either pathos appeals (the values kind) or ethos appeals (the “good morals” part.) Just be sure you choose examples for each kind of appeal and explain them appropriately.
* **Resist the impulse to RESPOND** to the argument, or **EVALUATE** it. That’s a different kind of assignment. The goal here is to show you understand how to analyze an argument’s rhetorical strategies in its context.

**Criteria on which your writing will be judged:**

* The **Accuracy** of your interpretations
* **Depth of thinking** (not just the most obvious examples)
* **Development** (enough support)
* **Grammar/style** of expression