

# Unit 3: Rhetorical Analysis

## *Assignment 5: Rhetorical Analysis and Revision Plan*

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### **Overview:**

In A5, you will write an 800-1000 word rhetorical analysis and revision plan in which you rhetorically analyze your A4 Researched Argument, closely exploring a few rhetorical choices and explaining how those choices helped you appeal to your audience and achieve your purpose in A4. Then you will offer a revision plan for A4, in which you explore how changing either the genre or the audience would change your rhetorical choices in your argument.

- This assignment is worth 10% of your course grade.
- We will use the following timeline for this assignment:
  - **Workshop:**
  - **Style and Convention Seminar:**
  - **Final Draft of A5 due:**

### **Purpose:**

The purpose of A5 is to rhetorically analyze your A4 Researched Argument by considering several rhetorical choices you made as an author as you worked to appeal to your audience and achieve the purpose of the assignment. After thoughtfully explaining some of the rhetorical choices from A4, you will then offer a revision plan in which you analyze how those rhetorical elements would change if you changed either the intended audience or the genre.

**Focus** your ideas by discussing several (2-3) key rhetorical choices that helped you achieve your purpose with your audience in A4 and exploring how those same rhetorical choices would change with a new, specific audience or a new, specific genre.

### **Development for Audience:**

The **audience** for this essay will be yourself, your classmates, and your instructor (an academic audience). To achieve your purpose with your audience and develop your ideas, consider the following for each part of your assignment:

### Rhetorical Analysis

- What issue did you focus on for A4? Who is your audience for your essay? What is your purpose and what is your claim?
- How did you work to appeal to your audience in A4?
  - To answer this question, you'll need to analyze a few (2-3) rhetorical choices that you made to appeal to your audience and why you believe these choices helped you persuade your stakeholder.
  - Here are a few suggested rhetorical elements that you can analyze:
    - Logos appeals
    - Ethos appeals
    - Pathos appeals
    - Counterargument(s)
    - Use of evidence
    - Organization
    - Style
    - Tone

- For each rhetorical element you discuss, you'll need to offer specific evidence from A4 to support your ideas, as well as thorough development in which you explain how these choices helped you to effectively achieve your purpose with your intended audience.

## Revision Plan

- After analyzing your Researched Argument, you then need to offer a revision plan in which you explain how your rhetorical choices in A4 would change if **either** your audience changed **or** your genre changed. As you develop your revision plan, specifically identify your new genre **or** your new audience.
- For instance:
  - Your original genre for A4 is an MLA-style research-based argumentative essay, so your revision plan might explore how your rhetorical choices would change if your genre were instead a website (or a brochure, or a public service announcement, or a television commercial, or a podcast, or a photo essay, etc.)
  - If your original audience in A4 was parents of children under the age of 5, your revision plan might explore how your rhetorical choices would change if your audience were instead retirees over the age of 70 who live in Fort Collins.
- For each rhetorical choice you identified in your Rhetorical Analysis, offer a clear and specific example of how you might change that element, what it would look like in the new genre or with the new audience, and why that change would work better in the new genre or for the new audience.
- As you develop your ideas, make sure to focus on the same rhetorical elements you explored in your rhetorical analysis. In other words, the 2-3 rhetorical choices you explore in the Rhetorical Analysis should be the same 2-3 rhetorical choices you explore in the Revision Plan.

## Genre and Organization:

Your **genre** is an 800-1000 word Rhetorical Analysis and Revision Plan Essay. As with all assignments, you may go 10% over the maximum word count before receiving a penalty on your grade.

**Organize** your ideas in your essay in a way that allows the reader to easily understand your analysis and revision plan. Offer clear transitions between ideas to keep your audience on track with your ideas or organize using subheadings to help your reader follow your ideas.

## Style and Conventions:

Your tone and “voice” should be appropriate for your subject matter, audience, and the academic context in which you’re writing. Your text should be grammatically correct and written in Standard English. You should continue applying the skills acquired in Style and Convention Seminars. Additionally,

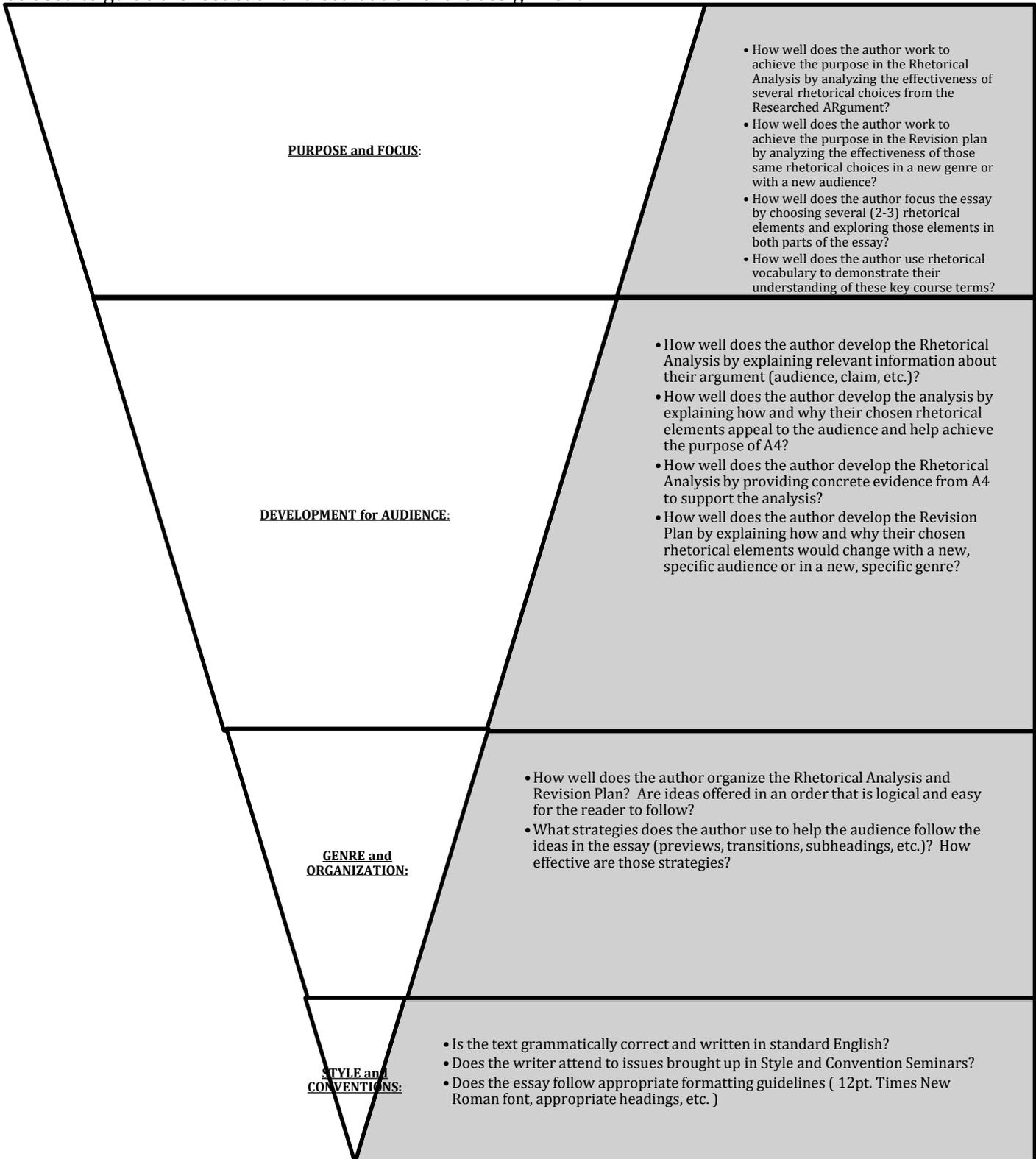
- Your paper should be typed and double-spaced, using Times New Roman, 12 pt font
- Have your last name and page number in the upper right-hand corner of each page
- Have one-inch margins
- Include a formal MLA heading consisting of your name, my name, the course and the due date for the assignment
- Include the CSU Honor Pledge at the top of the first page: **“I have not given, received, or used any unauthorized assistance on my writing project.”**

## Due Date and Worth

A5 is worth 10% of your final course grade. Your final draft of your A5 Rhetorical Analysis and Revision Plan is due \_\_\_\_\_.

## Hierarchy of Rhetorical Concerns for Feedback and Evaluation: Rhetorical Analysis and Revision Plan

Your assignment will be evaluated based on the following hierarchy of rhetorical concerns and the extent to which the assignment effectively achieves its purpose with its audience in the given context. The following questions will be used to guide the feedback and evaluation of the assignment.



## Grading Criteria

An "A" (excellent) Rhetorical Analysis and Revision Plan (90% +):

- will focus on exploring several (2-3) rhetorical elements and maintain that focus throughout both parts of the essay
- will accurately use rhetorical vocabulary, demonstrating the author thoroughly understands these key course concepts
- will provide the audience with relevant information about the A4 audience, purpose, and claim
- will give specific evidence from the Researched Argument to demonstrate the chosen rhetorical elements, offering thoughtful and thorough explanation of those ideas to demonstrate how and why those choices appealed to the intended audience and helped persuade the stakeholder
- will thoughtfully and thoroughly explain how and why those rhetorical elements would change with either a new, specific audience or in a new, specific genre
- will be organized in a way that allows the reader to follow the ideas, making smooth transitions between ideas or offering clear subheadings that keep the reader on track throughout the essay
- will be grammatically correct and written in standard English, attend to issues brought up in Style and Convention Seminars, and follow appropriate formatting guidelines

A "B" (above average) Rhetorical Analysis and Revision Plan (80% +):

- will focus on exploring several (2-3) rhetorical elements, though the focus may stray momentarily within the essay
- will use rhetorical vocabulary in a way that largely demonstrates the student's understanding of the terms, perhaps with the explanation of one element demonstrating a minor misunderstanding
- will provide the audience with relevant information about the A4 audience, purpose, and claim, though one of these elements may need slightly more discussion
- will offer specific evidence from the Researched Argument to demonstrate the chosen rhetorical elements, though the essay may need slightly more development of one of the rhetorical elements to help the reader understand how these choices appeal to the author's specific intended audience and help achieve the purpose of the paper.
- will explain how and why those rhetorical elements would change with either a new, specific audience or in a new, specific genre, though slightly more development of one of the elements may be needed to help the reader more fully understand the ideas
- will be organized in a way that allows the reader to follow the ideas, though the transitions might be more smoothly executed or the subheadings may need to be more logical
- will be grammatically correct and written in standard English, attend to issues brought up in Style and Convention Seminars, and follow appropriate formatting guidelines. There may be minor errors in one or two of these categories.

"C" (average) Rhetorical Analysis and Revision Plan (70% +):

- will explore several (2-3) rhetorical elements, though the focus may stray widely in the essay or demonstrate that the student may not thoroughly understand several of the rhetorical elements discussed
- will provide the audience some relevant information about the A4 audience, purpose, and claim, though one or two of these elements may be missing
- will develop the discussion of rhetorical choices from the Researched Argument but it might not be clear how those choices contributed to appealing to the audience and achieving the purpose of the assignment. The student might offer too little evidence from A4 to adequately demonstrate the rhetorical choices.
- will attempt to explain how and why those rhetorical elements would change with either a new, specific audience or in a new, specific genre, though this may be vague and need much more development to help the reader fully understand the ideas.
- will be readable, but it might lack logical organization. The essay may fail to articulate coherent transitions or offer logical subheadings.
- may have numerous grammatical, usage, or formatting errors.

A "D" (below average) Rhetorical Analysis and Revision Plan (60% +):

- will show an attempt towards the assignment goals that has fallen short.
- will not communicate the assignment's purpose (rhetorical analysis and revision plan) effectively.
- may be missing significant components of the assignment.
- may fail to use evidence properly.

An "F" (unsatisfactory) Rhetorical Analysis and Revision Plan (below 59%):

- Ignores the assignments requirements
- Or is unreadable due to language or coherence problems
- Or contains significant problems with academic integrity.
- Or is late.
- Or is missing entirely.