

Project 2 – The Rhetorical Analysis Paper

This assignment requires 2,000 words, or about eight pages, for 20 points

Purpose: Analyze “Remarks by the President at the 50th Anniversary of the Selma to Montgomery Marches” delivered by Barack Obama to determine the specific genre and rhetorical strategies used in the speech.

Audience: Your instructor, your peers, the world!

The Assignment

Analyze “Remarks by the President at the 50th Anniversary of the Selma to Montgomery Marches” delivered by Barack Obama to determine the specific genre and rhetorical strategies used in the speech. You may use this outline to help you organized your paper:

Paragraph 1: Introduction

Paragraph 2: The specific argumentative genre

Paragraphs 3 and 4: The rhetorical situation: purpose, audience, context, topic, and angle

Paragraphs 5-7: The rhetorical proofs, as well as induction and deduction

Paragraph 8: Any logical fallacies you find

Paragraph 9: The effectiveness of the article considering its genre and rhetorical situation

Paragraph 10: Conclusion

Use *specific* examples from your chosen essay to support your position. You may also use material from *Read, Reason, Write* or the Purdue OWL to help you build your case.

Learning Outcomes

This assignment supports the learning outcomes established for the course, for the Saint Louis University (SLU) writing program, *Eloquentia Perfecta* (EP1), and for SLU.

Assignment Learning Outcomes

1. Remember the rhetorical elements from the text: genre of argument, purpose, audience, context, topic, angle, medium, proofs, and fallacies
2. Understand the rhetorical elements
3. Apply your understanding of the rhetorical elements to help you...
4. Analyze the rhetorical elements as they are used in Obama’s speech
5. Evaluate the rhetorical elements and their effectiveness given the purpose and audience of the speech
6. Compose and revise a draft based on peer and instructor feedback that follows the formatting requirements below and that demonstrates your knowledge rhetorical elements

Course Learning Outcomes

1. Write and design persuasive messages for specific purposes, audiences, and contexts
2. Analyze messages and arguments using a sophisticated rhetorical vocabulary
3. Summarize, paraphrase, and quote appropriate research sources accurately and fairly
4. Evaluate their [students’] own compositions and rhetorical choices
5. Remember and understand the basic tenants of structural racism and its impact on inequity in American and St. Louis, as well as the conflict this inequity has caused
6. Demonstrate the ability to apply, analyze, and evaluate information related to

structural racism and compose writing appropriate for a first-year writing course discussing these issues

EP1 Learning Outcomes

1. Write and design persuasive messages for specific purposes, audiences, and contexts.
2. Analyze messages and arguments using a sophisticated rhetorical vocabulary.
3. Summarize, paraphrase, and quote appropriate research sources accurately and fairly.
4. Evaluate their own compositions and rhetorical choices.

University Learning Outcomes for Written and Oral Communication

Student Learning Outcome 3: Assess evidence and draw reasoned conclusion – Achievement level: Introduce

Student Learning Outcome 4: Communicate effectively in writing, speech, and visual media – Achievement level: Introduce, developing

Grading Rubric

This general grading rubric is from our syllabus. Please see the course website for the detailed feedback and grading rubrics I will use this term and for this assignment.

Concept	Structure	Design	Style & G/M
High-level concerns: purpose, audience, effective research, knowledge of topic	Strong thesis, logical and detailed argument or exploration, effective paragraph organization	Document design, adherence to HATS, professional pages, accurate visuals	Sentence-level organization, prose, grammar, punctuation, mechanics, citation

I will provide margin comments on your drafts and final, and I will provide end-of-document comments organized into the rubric above.

The Format

This paper must adhere to MLA, APA, or CMS guidelines and must be at least 2,000 words in length. The paper must also include a citation page that follows MLA, APA, or CMS standards. In addition, the paper must include in-text citation using MLA, APA, or CMS. You will be paraphrasing for this analysis and evaluation but also providing some direct quotes. The paper will be titled, typed in 12-point Times New Roman (or similar font), double-spaced, with 1-inch margins all the way around.

At the top of page 1, please type the following statement and sign your name: “I understand and will uphold the ideals of academic honesty as stated in the Honor Code.”

Please use the Checklist for Revision in our text to help you once you have composed your draft.

Revision

You may choose to revise one paper this semester excluding your final paper. Your revision will be due on *the last day of class*. You may not use the revision due date as an extension for this paper.