We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.	To provide a sense of unity within the country. “Our” gives ownership, accountability, and a desire to accomplish the same mission.	There is tension in the world between the U.S. and the Soviet Union with the space race. It is a time of stress and uncertainty in America, which is why JFK emphasizes the parallelism of “our leadership…our hopes for peace…our obligations…all require us” to unify the nation and build a sense of community and strength. The U.S. has a mission together to explore space, to take this risk, in order to move forward as world leaders.
JFK tells his audience that “we set sail on this new sea”	Uses a metaphor of the sea to relate to space.	Compares the sea to space, illustrating how mankind is vulnerable to this new landscape, yet willing to step ahead in order to remain superior to the rest of the world. Similar to the sea, space is limitless, huge, and frightening at the same time. People do not know for sure of the possible dangers that lie ahead, and they need to be extremely careful with every move they make. However, space can lead to new discoveries and possibilities, which is the reason for the U.S. to proceed with this mission.
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”	What will happen if the U.S. does not complete this mission first? We will be inferior to other countries. It will hurt our reputation of being the best.	As mentioned previously, space may be dangerous and life threatening or it may be a wondrous platform to gain new knowledge that the world can benefit greatly from. Therefore, traveling to the moon is worth this potential danger.
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.	Space is a “free for all”or like “finders keepers.” Who can plant their stake in it first to claim?	
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”	Connects a common event, like a football game, to going to space. However, Rice is not expected to beat Texas. Despite this, Rice is willing to play	JFK instills hope to his audience in order to persevere regardless of the odds JFK romanticizes the hopeless struggles to show that the difficulty in reaching the moon is not a reason to avoid it. JFK appeals to the audience’s sense of defeat in order

	and go against these odds. JFK tries to instill hope and a sense of community to the audience in order to persevere.	
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”	Accomplishing this goal will help strengthen the country and they will be world leaders in space exploration and other areas too. The U.S. will have the advantage over other countries to bring new innovations and discoveries.	

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		Cold War and Space Race - America wanting to maintain its hegemonic power
JFK tells his audience that “we set sail on this new sea”		US culture of “final frontier”
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		Cold War and the Space Race
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		yet…
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		new technologies

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		

We will do a scaffolded response to this passage. In your groups, discuss how you would approach a rhetorical analysis essay in response to this passage: what are some choices JFK made in response to the rhetorical situation?

The graphic organizer below is the one I would have my students work on the day before the scaffold.

President Kennedy delivered this speech before a crowd of about 40,000 people, at Rice University's Rice Stadium. Many individuals in the crowd were Rice University students. His aim was to bolster public support for his proposal to land a man on the Moon before the end of the decade and bring him safely back to Earth.

Write an essay that analyzes the rhetorical choices JFK makes to convey his message about the value of greatly accelerating the US Space Program.

Yet the vows of this nation can only be fulfilled if we in this nation are first, and, therefore, we intend to be first. In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace

or a new terrifying theater of war. I do not say the we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation may never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

It is for these reasons that I regard the decision last year to shift our efforts in space from low to high gear as among the most important decisions that will be made during my incumbency in the office of the presidency.

Quote/Evidence	Basic Explanation (high school)	Connection to Rhetorical Situation (college)

JFK uses parallel structure to repeat that “our leadership . . . our hopes for peace . . our obligations . . .all require us” to win the space race.		
JFK tells his audience that “we set sail on this new sea”		
He says the US must lead in order to determine if Space Exploration will be will be “a sea of peace or a new terrifying theater of war”		
JFK claims that “There is no strife, no prejudice, no national conflict in outer space”.		
JFK responds to critics of the plan to go to the mood by asking “Why does Rice play Texas?”		
JFK says that the challenge of going to the moon will “organize and measure the best of our energies and skills”		