

Rhetorical Analysis Blog

Assignment Description

Overview: In both academic and personal writing it is important to make clear claims and thoroughly explain the implications of those claims. This assignment asks you to describe three material elements that have meaning to you. You will then rhetorically and critically analyze these individual elements in order to better understand and express their significance to you and to the general public.



Purpose: Your purpose for writing this assignment will be to understand and accurately the conventions of a blog post and to thoughtfully represent the material elements of meaning and then critically examine and analyze the those elements. This assignment will give you added understanding of the genre of the blog, rhetorical analysis elements, and your own personal leanings.

Audience: Your audience for this assignment is your instructor and your classmates, as well as any public audiences that may find your blog intentionally or coincidentally. Your readers may or may not be familiar with the material elements you've chosen, so you should thoroughly represent what they are and their meaning to you, as well as the rhetorical analysis of those elements.

Requirements: Write a three page (or equivalent length) blog entry including both three material elements of personal significance and a rhetorical analysis of those elements. This can be done on an actual blog site or on a word processing document.

Examples of material elements: Songs, movies, books, poems, articles, social media sites, food, drinks, clothes, shoes, pets, jewelry, individual hobbies, specific volunteer activities, specific work interests, art pieces, places, etc.

You will choose three material elements that have significance to you. You must find a way to represent these elements in your blog post. At least one multimodal (i.e. audio, visual, or aural) representation must be included in your blog entry. You will fully explain these elements *and* their personal significance to you, including your history with that item, your interest, and the impact it has had on you.

Having represented and described each material element, you will then rhetorically analyze each element. This means discussing their persuasive factors, the ways that other people could understand or be moved by this element. You may have to generalize out from your specific item to talk about that element more generally in your rhetorical analysis (i.e. move from one specific pet to talking about pets more generally) to make it engaging for your readers.

Overall Strategies:

- Begin your blog by showing and describing each of the three material elements that has significance to you. Be sure to explain *why* each item is significant to you and your history with that item.
- Move then to a rhetorical analysis by critically analyzing the elements that you have chosen by discussing ways that these items can engage with outside audiences specifically through the lens of ethos, pathos, logos, and kairos. Engage with at least three appeals in your project.
- Include at least two outside quotes from two different outside in your text. CITE any included texts both in-text and on a Works Cited page.
- Include an introduction, conclusion, and some kind of thread to your work.
- To improve credibility with your audience, avoid spelling and grammar mistakes.
- Include a proper MLA citation at the end of the blog according to the citation rules we discuss in class for an outside text or image that you use.
- Type your blog in the font of your choice, incorporating appropriate and significant design elements. Your main font should be around 12 point and your overall blog entry should equal the equivalent of three double spaced pages in a Word document (i.e. 750- 1,500 words). This should *look* like a blog entry not just a typical MLA essay-- have fun with the design!
- Submit your blog document or link under “Submissions” in the Blackboard course shell.

Key Items:

Page Length	Initial Draft Due Date	Final Draft Due Date	Point Value
Minimum of three pages	Friday, October 13th	Wednesday, October 18th	150 points (15% of final grade)