

Essay 2

Rhetorical Analysis - Examining the Conversation

As we have read and discussed, before you can make a sound argument, you must first listen to the conversations surrounding your topic. As chapter 1 states, “begin with listening and searching for understanding before you decide what you yourself think, and by thinking hard about your own beliefs before trying to persuade others to listen to and act on what you say” is what makes you an ethical communicator (6). The text further delineates that to “analyze something, you break it down into its component parts and think about those parts methodically in order to understand it in some way” (229).

The Assignment:

Using the book's [tumblr page](#), you will select a “Conversation” to analyze. You will write a rhetorical analysis that compares at least **two outside sources** that either argue different positions or that argue the same position but do so by making different rhetorical choices, or by appealing to a different audience or community.

Model Essays

- “The Key to Beyonce’s Lasting Success” pp. 255-259
- “Serena Williams’s Tennis Outfits Defy the Norms Female Athletes Face” pp. 263-267
- “Advertisements R Us” by Melissa Rubin pp. 281-286
- [“Conversation: Fake, Truth, Real Life”](#)
- “What is your Pronoun” by Dennis Barron pp. 844-850
- [“The Psychology of Taking a Knee” by Smith and Keltner](#)

Skills Focus:

Your essay should...

- Engaging hook and closing
- Logical progression of ideas
- Use **critical thinking/analysis** to go beyond the surface to show readers the significance of the topic as well as the rhetorical tools used by each writer
- 2 outside sources, with in-text citations and a References or Works Cited page
- Analysis and inquiry that connects sources without expressing personal opinions
- intentional word choice

Format:

- Your essay should be between 750 - 1000 words, typed in MLA format.

Grading:

- This is one of two essays that comprise 30% of your total grade.
- A = 90-100% B = 80-89% C = 70-79% D = 60-69% F = 59% and below

Final Paper Due:

- Week 8 - See website for a specific date.