

ENGL 106: THE RHETORIC OF CHANGE**P2: Rhetorical Analysis of Social Action Document**

Whenever there is a period of change or potential change in American culture, or any culture for that matter, people write about what's going on in an effort to make sense of it. The protest movements of the 1960s offer a prime example of such writing. During this unit, we've taken in a lot of material created by people agitating for change in their communities about issues that matter to them. Malcolm X and Martin Luther King, Jr. Feminists. Anti-war activists. It's all there. Our primary purpose in looking at these documents has been to understand and analyze how these people are constructing their argument using the rhetorical principles of ethos, pathos, logos, and delivery. And we'll talk about whether they worked or not.

For your assignment, you will choose a document of social action that you find interesting and compelling. It can be a TV ad, a speech, an essay, an editorial from the newspaper. We'll be working on this during the broo-ha-ha leading up to the election, so there will be a lot of material out there.

Once you've chosen your document, you'll write an essay that analyzes *at least two* rhetorical principles that the document uses to reach its audience, and you'll evaluate whether or not you think it was successful in doing so.

Concepts we'll cover during this unit:

- Analytic writing
- Evaluative writing
- Rhetorical argumentative strategies
- Organization

P2 Due Dates:

PAPER PROPOSAL: WEDNESDAY, OCTOBER 13.

The proposal should identify the document you plan to analyze and evaluate for this project and where you found this document. You should also explain why you have chosen this document. The proposal should be typed and ready to turn in at the beginning of class. *Your proposal will be worth 20 points.*

FIRST DRAFT: MONDAY, OCTOBER 19

Bring **two** copies of your paper to class! We will do peer review on Monday, so you must have a completed draft to work with at the beginning of class and one to turn into me.