English 1A Spring 2017 **In-Class Writing**: **Rhetorical Analysis of an Argument**

**Overview**: You have learned the basics of rhetorical analysis; now you will practice some of those skills by writing a brief analysis of an argument.

**Directions:** The argument in question is Rick Steves’ “Travel as a Political Act.” Write a solid paragraph on each of these three topics. Label each, briefly. Use the actual terms in your paragraph.

1. How does the writer establish his **ETHOS**: good sense, good morals, and good will? (Cover all 3 elements of this appeal.)
2. How does the writer use the **PATHOS** appeal: stirring the audience’s ***emotions***, tapping into their ***values*** and ***beliefs***? (cover the first 2, at least, emotions and values) Be specific about *which* emotions and *which* values.
3. How does the writer use the **LOGOS** appeal: providing evidence and/or logical reasoning?

**Format:** PLEASE SKIP LINES! Write as NEATLY as possible. (If I can’t read it, it’s like you didn’t write it.)

**Find examples** from the argument **for each of the appeals** and **discuss** how they would likely operate on the audience.

Example (logos) from Angelina Jolie’s essay on Syrian refugees: For her logos appeal, Jolie brings in factual information about the size of the problem to show that something else needs to be done, that the countries already taking in these refugees are full. She also cites observations from her own travels to refugee camps to support her claim that these people are fleeing from truly terrible circumstances and desperately need our help. (Likely you’ll have more than one example, but this is how to shape it.)

**Tips:**

* You will find that a lot of **being “right” here depends on** **how you frame your examples**. The passage above could be easily adjusted to make a comment on Jolie’s ethos appeal because she gains “good sense” credibility by showing she’s learned things on her own travels and “good morals” credibility because she’s taken the trouble to visit these rough and depressing sites when she could be lounging around in Hollywood, instead. Similarly, outright statements of a writer’s values can be seen as either pathos appeals (the values kind) or ethos appeals (the “good morals” part.) Just be sure you choose examples for each kind of appeal and explain them appropriately.
* **Resist the impulse to RESPOND** to the argument, or **EVALUATE** it. That’s a different kind of assignment. The goal here is just to show you understand how to analyze an argument’s rhetorical strategies.

**Criteria on which your writing will be judged:**

* The **Accuracy** of your interpretations (showing you “get” the 3 appeals)
* **Depth of thinking** (you’re not using just the most obvious examples)
* **Development** (enough support)
* **Grammar/style** of expression (showing you have at least basic mastery of the rules)