INTRODUCTION:

1. Introduce the piece of rhetoric and explain its larger relevance in the world. (hashtag/exigence)
2. Describe the claims being made by the speaker. What are they arguing? What are they trying to convince you of?
3. Identify the tools of rhetoric being used to make these claims and decide if they are successfully persuasive or not. Whether or not it’s effective
4. HOW it’s effective. What does the rhetoric DO?

I. Identify First Tool (referring to the list on learning suite, GASCAP, and your own ideas)

1. Describe how this tool contributes to the larger claims that you’ve identified in your introduction.
2. Identify where exactly this is happening in the text. Summarize, use quotes, paraphrase.
3. Decide if this tool is making a logical, emotional argument or establishing credibility. HOW DOES IT DO THIS??
4. Speak in specifics. Always referring to the actual text.
5. ANALYSIS: Write about why or why not you found this tool persuasive. What was good about it, what was bad? How could it be used better? What are they missing? Emphasize the importance of the argument. Tap into the emotion of the writer. Analyze specific words and the associations they have. Put yourself on the side the rhetor. What is the emotional investment? What are you being asked to feel/think? Where else in life have you seen this tool being used? Turn what they’re saying into simpler ideas. Redefining the obvious. Accentuating juxtapositions. Identify exaggeration. How does the tool contribute to an ethical claim? Examine from multiple perspectives. Put yourself in the audience’s position. Be aware of the social context.
6. Transition into the next identified rhetorical tool.

III. SECOND TOOL

IV. THIRD TOOL

V. FOURTH TOOL

Etc….

(Remember you can have up to 6 tools)

VI.CONCLUSION

1. Restate your overall feelings about the effectiveness of the argument.
2. Discuss what a person has to either gain or lose by being persuaded by the writer. The larger implications of the article AND your analysis.