RWS 200 Project One:

Articulating and Evaluating How an Argument Persuades a Specific Audience

Building on RWS 100, this assignment asks you to articulate Chris Hughes' argument in "It's Time to Break Up Facebook" and to describe and analyze its features. Next, it asks you to discern elements of context embedded in the argument—the clues that suggest what the argument is responding to. You will also evaluate how effectively the argument persuades the audience within this specific context.

**Prompt:** *Analyze and evaluate* Hughes' overall argument, claims, and assumptions, as well as the rhetorical strategies used to construct the text. *Explain* how those strategies contribute to Hughes' appeals to ethos, pathos, and logos. *Evaluate* the extent to which those appeals persuade the intended audience and consider how those strategies are based on key assumptions the author makes about that audience.

**Requirements:**

* Papers will be **six** pages in length, minimum.
* 12pt font, double spaced, 1 inch margins, and in [MLA format](https://owl.purdue.edu/owl/research_and_citation/mla_style/mla_formatting_and_style_guide/mla_general_format.html).
* Use quotations from the text, and when doing so, be sure to give credit where credit is due.

**Important details:**

- This is a formal academic essay, which means it should be organized coherently, with introduction, conclusion, and body paragraphs that reflect careful thought, and ample time taken for editing and proofreading.

- Stay focused on the **rhetorical elements** of the text. Avoid directly agreeing/disagreeing with Hughes' underlying argument. (Keep in mind you can determine an argument is sound without necessarily personally agreeing with it. You may also find that certain elements of Hughes' article worked, while others did not).

- Use direct quotes from Hughes' text throughout your paper. Properly contextualize, cite, and explain each quote, following the "Sandwich" method.

-Though your essay will include some summary to contextualize Hughes' argument, take care to avoid simply repeating his ideas. Remember: *your* rhetorical account and analysis needs to take center stage.

**Questions to consider:**

**Claims:** Identify the most interesting and important claims made by Hughes. Do they support the rhetor's overall argument? How/why?

**Evidence:** What kind does he use? How do they support his claim(s)? What purpose does this kind of evidence serve in his argument? Is it convincing? You may examine, for instance, whether Hughes uses a particular type of evidence or a specific rhetorical strategy better (or worse) than another. You should also consider how effectively they evoke the Aristotelian appeals: logos, pathos, and ethos.

**Audience:** Who is his intended audience? Don't just say, "everyone." Think: education level, class status, profession, etc. How can you tell this is his intended audience? Also, keep in mind that *assumptions* in rhetoric are not always negative. They simply reveal to us the rhetor's intended audience.