Speech 3050

Rhetorical Analysis Assignment

Write a rhetorical analysis of the lyrics you brought (or you may use one of the songs I have provided). You may use your textbook and/or your notes, but you must work independently.

At the end of class, you will be submitting your analysis WITH a copy of the lyrics.

Make sure to address elements of the rhetorical situation (relationship between text and author, scene, etc) and the development

Look at the types of appeals

Explore the strategies used (narration, compare/contrast, metaphor, etc)

Have a strong thesis statement- what do you have to say about the piece you are working with- what stands out to you the most…

Answer the “so what” question- why is this piece and why is your analysis important

Paragraphs should be cohesive

Have a voice- your own style

Spelling (best you can) but structure will be important.

Other hints: DO NOT JUST ANSWER THESE QUESTIONS- THAT WILL NOT EARN YOU A GOOD GRADE

Use these as a guide.

i. Who is this document made for and what is its purpose?

ii. How does it read the lyrics, and how can we tell?

iii. How does it utilize ethos/pathos/logos to achieve its purpose?

iv. How and why does it foreground/background pieces to achieve its purpose?

v. What issues seem to be rhetorically working against the purpose? How and why? (Example: if it offends its audience)

vi. Ultimately, does the video achieve its purpose? Why or why not?

What is the rhetorical situation?

• What occasion gives rise to the need or opportunity for persuasion?

• What is the historical occasion that would give rise to the composition of this text?

Who is the author/speaker?

• How does he or she establish ethos (personal credibility)?

• Does he/she come across as knowledgeable? fair?

• Does the speaker's reputation convey a certain authority?

What is his/her intention in speaking?

• To attack or defend?

• To exhort or dissuade from certain action?

• To praise or blame?

• To teach, to delight, or to persuade?

Who make up the audience?

• Who is the intended audience?

• What values does the audience hold that the author or speaker appeals to?

• Who have been or might be secondary audiences?

• If this is a work of fiction, what is the nature of the audience within the fiction?

What is the content of the message?

• Can you summarize the main idea?

• What are the principal lines of reasoning or kinds of arguments used?

• What topics of invention are employed?

• How does the author or speaker appeal to reason? to emotion?

What is the form in which it is conveyed?

• What is the structure of the communication; how is it arranged?

• What oral or literary genre is it following?

• What figures of speech (schemes and tropes) are used?

• What kind of style and tone is used and for what purpose?

How do form and content correspond?

• Does the form complement the content?

• What effect could the form have, and does this aid or hinder the author's intention?

Does the message/speech/text succeed in fulfilling the author's or speaker's intentions?

• For whom?

• Does the author/speaker effectively fit his/her message to the circumstances, times, and audience?

• Can you identify the responses of historical or contemporary audiences?