

**HCC Dual-Credit 1301  
Fall 2016**

**Everything you write for me and turn in is an academic, college essay. Treat it as such:**

- Word-processed (typed)
- Double-Space, 12-point font (Arial, Times New Roman, or Garamond)
- At the end of the paper, include the Word Count (word counts will increase as we go—essay #3 will be AT LEAST 500 words for “A” consideration)
- Include any necessary Works Cited references
- Include a copy of the rubric I provide on the back of your essay
- STAPLE your final copy
- Include a proper heading in the top left-hand corner

**Essay #4 – The Rhetorical Analysis**

Now that you are an expert student of the Greek rhetorician and philosopher Aristotle—put your new-found knowledge to use in this first composition exercise.

While the task is basic, the concept you learned is not—putting the secondary appeals, for example, into practice takes a critical thinker, reader, and writer. Fortunately, you are now!

**DUE AT THE BEGINNING OF CLASS ON \_\_\_\_\_**

I will guide you through the writing process—this is a natural, organic process. If you feel “stuck” as you begin, remember that you are an authority on this, so take a stance, and make an assertion (also known as presenting a thesis statement). Tell it like it is—for instance:

“Martin Luther King, Jr. uses the rhetorical strategy pathos in *Letter from Birmingham Jail* by telling anecdotes about his children that tug on the heartstrings which elicits sympathy from the reader.”

“Gatorade uses images of sweaty athletes who perspire in color. Gatorade also shows pictures of their product dripping with perspiration, presumably ice-cold, in order to make the reader feel thirsty.”

“Revlon’s use of the Hollywood actress Halle Berry in their advertisements is a testament to the company’s ethos, as they are the standard for cosmetics in the industry, and Ms. Berry is a beautiful, successful international superstar.”

**Remember to use transition sentences** between paragraphs. Don’t just jump from point to point; ease me into your next sentence by giving me a heads up of what’s to come.

**DO NOT** “tell me” what you will do in the essay (i.e. “For this essay I will rhetorically analyze a Nike advertisement from *People*.”)—I gave you the assignment, I know what it is!

**USE** the Greek terms when identifying the appeals in your essay—if it helps. Otherwise, feel free to use language associated with those terms.

**USE** the eight-paragraph formula we discussed for this first essay—if it helps.

- Introduction**
- Body paragraphs (identify six appeals/strategies)**
- Conclusion**
- +works cited, word count**

Otherwise, feel free to use what works for you. Just make sure you **BREAK UP** your essay into paragraphs.

**RUN** the spell and grammar check feature on Word. **Grammarly.com. Purdue OWL.**

**USE Microsoft Word**—become familiar with the program and use its features—you will use it constantly in college—if you do not have it, access OpenOffice.org for free software that is compatible. Revisit the bad habits checklist. Save your papers with Dropbox.com.

**REVISION, EDITING, DRAFTING, and REVISING** are all natural, expected parts of the writing process—don’t expect to get it exactly right on the first shot—give yourself enough room to operate!

Manage your time right and this can be as easy or as hard as you make it on yourself.

**CHOOSE** something you **WANT** to write about—don’t randomly choose the closest advertisement in the closest magazine—use a product **YOU USE**. Use a video game ad, and if you struggle with an advertisement, commercial, trailer—or if you just want to crank it up (or maybe you love history)...

**I HIGHLY RECOMMEND** using a political speech for this assignment. You may find it gives you more to write about. Google “famous speeches” and locate a reliable source—[americanrhetoric.com](http://americanrhetoric.com) is a great place to start.

GOOD LUCK!

**AGAIN- USE the Online Writing Lab (<http://owl.english.purdue.edu/>)**

Part One: 500 word rhetorical analysis of an advertisement

Part Two: 500 word rhetorical analysis of a political speech excerpt