Rhetorical Analysis

What is a rhetorical analysis? It is a close reading of a text using RHETORIC to examine interactions between the text itself, the author and his/her intentions behind writing it, and the audience (meaning YOU). Examine the ethos, pathos, and logos within the texts.

The Rhetorical Appeals
Ethos: Credibility/Reliability
Pathos: Emotions
Logos: Logic

First, begin with a summary of TWO texts (Malcolm X and Amy Tan). The summary should be between 250 and 400 words, and should include the name of the author and the title of the essay. Give only the main idea of the essay in this part. The next part is the rhetorical analysis. In this part, really connect with the text. Who is the author? What is the author’s credibility or ETHOS? Why should the audience believe anything the author has to say? How is the author using PATHOS? Is there any LOGOS within the text? If so, how is it used? Analyze the texts and the use of the (rhetorical) appeals within them.

DUE: February 5th, 2013. It is worth 15 points out of 1000 in the entire class. EVERY assignment needs to be completed in order to receive a final grade. If you have any questions, just ask. Feel free to email me: brittany.williams.575@my.csun.edu

EXAMPLE #1

"Don't Blame the Eater"

The author, David Zinczenko in his essay, "Don't Blame the Eater," touches an important point in the lives of many families in America, which is childhood obesity. Zinczenko thinks that people are not giving this problem enough attention. At the beginning of his essay, he points out how it might sound sarcastic if children are suing Macdonald's for making them fat. However, later in his essay he clearly states that he is completely supporting these children. Also he gives out some statistics and facts to use some logic appeal to prove that fast food companies have aided the dramatical increase of childhood obesity in the past years. The author have lived and experienced how hard it is to be in a family that couldn't afford any healthier alternative other than fast food restaurants, but he was lucky to get over this problem by joining the Navy Reserves and getting involved with a health magazine. Mentioning his story in the essay makes his readers believe him and feel that he knows what he is talking about. So he is writing this essay for the other families that still suffers from watching their children stuffing their stomachs with useless unhealthy food. He is giving them a hand to start thinking wisely and make smarter decisions about what should their children eat. Also it's obvious that he is sending a message to policy makers to force fast food restaurants to add nutrition and warning labels on their menus at least to help people think twice before buying anything. Zinczinko chose a more informal language that is more acceptable by normal people to get their attention.
Paul Campos’s, “Being Fat Is OK,” argues that the way the federal government measures Americans’ health conditions is a lie. Campos uses rhetoric devices such as statistics that involve America’s $50 billion diet industry and his opinion to persuade the reader that it is OK to be fat. He is addressing American citizens in this essay. Campos is a law professor at the University of Colorado which gives him great credibility. Campos uses logos and pathos in his essay. He uses logos with statistics listed above; pathos is used when Campos discusses what he believes are lies from the government. He shows emotion in his writing and lists all of the so-called “lies.” He is a little informal when it comes to his writing style; it seems as if he is trying to appeal to the basic American. Campos makes a successful delivery to the audience in his essay.