

Carefully read and analyze the argument to identify its rhetorical strategies and evaluate its soundness and persuasive effectiveness. Write an essay that presents your rhetorical analysis of the argument.

► **Consider** the following reminders and questions to guide your analysis and prepare your essay:

Introduction

- Title and author should be in the opening paragraph of your essay.
- Consider what and how ethos is established for the author?
- What is the issue and what position (claim) is being argued?

Discussion (body)

- Who is the target audience?
- What is the author's purpose?
- How is the argument structured?
- What ethos (implied or stated reputation or trustworthiness) does the argument appeal to or rely on?
- What pathos (fears, sympathies, anger) does the argument appeal to or rely on?
- What logoi (facts, evidence, reasons) does the argument rely on?
- What is the tone of the piece (sarcastic, caustic, preachy, patronizing, self-righteous, callous, angry, respectful, humorous) and how is that created?
- What rhetorical strategies does the argument use, where, and what is the effect?
- Is the argument's reasoning valid?
- Are counterarguments presented and rebutted—and how effectively?
- Are any warrants (beliefs, attitudes, values) underlying the argument—if so what, and where?
- Does the argument contain any implicit (unstated) or explicit fallacies? What type?
- Is the argument sound (truthful premises and valid logic)?

Conclusion

- How effective is the argument for the author's audience and purpose, and why?