Morris

ENGL 1100-37

Project 2: Writing to Analyze

**Context**

Much of our lives is significantly impacted by the decisions made by our collectively elected public officials including presidents, senators, mayors, and even those appointed to school boards. While the roles these individuals play may be more easily recognized at times when things go wrong, the time to make decisions as voters often comes during times where things seem to be going right, and while presidential elections seem to get the bulk of media coverage, local elections often have the most critical effect on our own lives as citizens.

**Task**

This project asks you to analyze the rhetorical strategies and effectiveness of the messages conveyed in the websites of two local politicians who are running for the same office. Local does not need to mean Greenville, and you are welcome to select politicians from your own or a classmate’s home towns, cities, or states. No presidential nominees can be used for this work.

To successfully analyze the websites, you will need to review multiple pages, passages, press releases, videos, etc. to choose a single stance/issue that both candidates agree or disagree about, paying specific attention to:

• The rhetorical situation, issue, and stance

• Use of Ethos, Pathos, and Logos

• The website’s/candidate’s primary and secondary audiences

• The overall effectiveness of the message(s) conveyed

Remember, for this project you are NOT taking sides or arguing for or against the messages or the candidate! You are also NOT offering your opinion of the candidate or their party affiliation. Your job is to rhetorically analyze the content of the websites only, with special consideration of the specific qualities that either work in favor of the message(s) located there, or against it/them. Determining the intended audience of the selected issue is a crucial step in this process.

**Purpose**

The goal of this project is to help you develop as a writer through practicing critical awareness of rhetorical strategies. In working on this project you will begin to better understand what and how various elements of texts are designed to elicit specific responses from a target audience, as well as how to employ these strategies in your own compositions.

**Audience**

For this project you will choose your own audience, but your chosen audience must be specific and made obvious to your instructor through your writing.

**Sources**

You will need a minimum of six sources for this project, which means you will be required to use a meaningful, well-reasoned combination of direct quotes and paraphrases with in-text citations and a works cited page appropriately formatted. For more specific information on consistently citing in MLA, APA, etc., check out the Purdue OWL website.

**Length**

Your final essay should be 5-6 full pages.

**Format**

Your entire essay must be typed with 1” margins, in 12pt Times New Roman font. On every page after the first you should have a running header with your last name and page #s aligned right. At the top of your first page, but not as a header, include:

First and Last Names

ENGL 1100-037

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**Important Due Dates**

09/22: Bios and Summaries due (See Schedule)

09/26: Outline due

09/29: Two (2) full-page draft due

10/06: Four (4) full-page drafts due

10/07: Peer review day 1

10/11: Completed drafts due

10/12: Peer review day 2

10/14: **PROJECT 2 DUE**