

## Rhetorical Analysis of Community Artifacts

### **Overview**

There are messages all around us, and these messages exist in both overt and covert forms. Often, we move through our everyday lives passively receiving these messages, and we hardly take a moment to scrutinize and deeply analyze the discourse we encounter.

The goal of this assignment is to help you interrogate rhetorical artifacts that exist in everyday communities. Focusing on this skill, you will be able to apply what you've learned to other areas of your life and studies. In future assignments, you will be asked to analyze things, and a rhetorical analysis is one of the most useful analyses you can employ because everything we encounter is created and mediated by discourse.

### **Audience**

It's important to understand the audience for which you are writing because it should influence how you structure your writing. The audience for this assignment will be your fellow class participants. As you write, consider the different contexts through which artifacts arise and how your peers may or may not understand said contexts or artifacts. Consider your audience as you describe or detail your artifacts and the context through which they arose.

### **Assignment Requirements**

The general requirements of this rhetorical analysis (beyond, of course, that it is an analysis) include the following:

- Length: 1000 (no less) to 1500 words (Work for 1500 words. If you go over, that's okay, but make sure to practice revision and concision.)
- Format: 12 point font size, double-space sentencing, and an appropriate font (e.g. Calibri, Arial, Cambria, etc). **Do not** use Times New Roman or Comic Sans.
- File Naming: You should name your file clearly: for example, "kays1301rhetoricalanalysis.doc" This will help you and me keep your work organized.

### **Evaluation Criteria**

- Does your rhetorical analysis use coherent language and flow smoothly?
- Does your rhetorical analysis reflect careful thought and planning?
- Does your rhetorical analysis include details? Do those details clearly and cogently support your analysis?
- Does your rhetorical analysis clearly refer to and stem from the artifacts you've chosen for analysis? Do you discuss those artifacts in the context through which they arose?
- Does the tone of your rhetorical analysis and style employed fit your audience?

- Does your rhetorical analysis adhere to standard written English?

***Afterward***

Okay. Now that you've done all this work and written a rhetorical analysis, take the text of your document and create a word cloud using Worlde. This will help you analyze the text you used to analyze the artifact. (We're getting meta up in here!).

Bring the word cloud to class and we'll discuss them alongside your rhetorical analyses.

Onward!