

## Paper Two: Rhetorical Analysis

Rhetoric is the art of persuasion, and as we've seen in class, analyzing the rhetorical features of a text can illustrate how the form of a text affects its content. In this **500 - 700 word essay**, you will be analyzing the rhetorical features of a **music video of your choice** in order to make a larger claim about how the text functions.

First, you must choose a music video or a recorded performance of a song to analyze.

Next, you must **identify the rhetorical features** of your chosen text: What is the **rhetorical situation** in which the performance takes place? Can you identify a specific **exigency** for the piece? Does the text seem to emphasize **ethos, pathos, or logos**? Or some combination of the three? How does the text fit into or push against established **genre conventions**? How does the **rhetor** position him or herself in the text?

Finally, you need to **make a larger claim** about the text. This claim could be about the overall effectiveness of the text; it could relate to the consistency of the artist's projected identity; it could connect the text to a larger cultural situation; it could consist of a comparison between two different performances and the different effects of each (note that this option would require you to choose two videos to analyze); etc.

### EXTRA CREDIT OPPORTUNITY:

If you make an appointment with a Writing Tutor at the Learning Resource Center in Airey Library and complete a Revision Agenda, you may turn it in with your Final Draft for 5 points extra credit on this paper.

DUE DATES:	
Tuesday, September 23rd	Music Video Choice and Informal Proposal DUE
Thursday, September 25th	Rough Draft DUE (3 Copies + Response Chart)
Tuesday, September 30th	Paper Two DUE (Final Draft + Response Chart + Optional Revision Agenda)