

Summer 2009 // WSU // English 403 – Professional and Technical Writing
MTWThF 3:00 – 4:15, CUE 412

PROJECT #1: Rhetorical Analysis

NOTES and DUE DATES

- The overall value of Project #1 is 10%
 - Depth of description of document: 20%
 - Discussion of its purposes: 25%
 - Discussion of its audience: 25%
 - Discussion of how the author appeals to the audience: 15%
 - Grammar/word choice/clarity: 15%
- E-mail your document as an attachment to julie_meloni@wsu.edu by **11:59pm on Friday, June 26th**.

OVERVIEW

The purpose of this project is to perform a rhetorical analysis of a short document of your choice. Examples include:

- an advertisement in a newspaper or magazine
- a brochure or pamphlet you picked up somewhere
- any of the figures listed in chapter 2 (2.1, 2.2, 2.3, 2.4)

Your analysis should:

- describe the document in detail (remember, I won't see it, so do a good job of explaining it)
- identify its primary and secondary purposes (you are not limited to two if you think there are more)
- describe its audience, including their levels of education, their level of technical expertise, any positions and biases they might have about the subject
- describe how the author of the document appeals to the audience; possibilities include the use of emotion, the assertion of authority, by showing good logic and ethics

FORMATTING

Your document should:

- be in a short essay format with full paragraphs, transitions, and so on. If you want to use headings to help organize your essay, that is fine.
- be at least 750 words, although it is very likely that you will write more.
- you can use single-spaced or double-spaced – doesn't matter as long as it's at least 750 words if not more.