**Rhetorical Analysis Project/Presentation**

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| *LT: I can work with a partner to perform a rhetorical analysis on a speech of our choice and format my findings into a presentation that highlights and evaluates the rhetorical techniques identified.* |

**Directions:** You and a partner will select a speech from history (or current) with the purpose of performing a rhetorical analysis. Your project will require some research on the speaker and the context of the speech, as well as a visual aid. You and your partner will present your findings to the class.

**Analysis Requirements:**

* Research on Speaker’s Background & Ethos (general information)
  + Where is the speaker from? When born? etc.
  + What do they do for a living?
  + Why are they qualified to speak on this topic? (What about their background contributes to their ethos-credibility and trustworthiness?)
* Research on Speech Context
  + When was the speech given and under what circumstances?
  + What do we need to know about the time period/circumstances to understand the speech?
* Rhetorical Situation
  + What prompted the speaker to write/give this speech?
  + Who is this speech for and what did the speaker have to consider about their audience when crafting this speech?
  + What is the goal of the speaker when giving this speech?
* Rhetorical Appeals
  + Did the author use all the appeals? What examples can be provided?
  + Which appeal did the speaker favor?
  + How does the appeal favored correlate with the audience or intended purpose of the speech?
* Surface Features/Tone
  + What examples of figurative language can be identified and what is their effect on the audience (or intended effect)?
  + Are there any examples of imagery? If so, what sense is being appealed to and to what affect?
  + Which words stand out and carry connotative meaning that impacts the speech? Does this use of diction contribute to the overall tone of the speech?
  + Does the diction contribute to the rhetorical appeals?
  + Are there any analogies or allusions used, if so for what purpose?
  + Where in the speech does the author use varied syntax to emphasize certain points or create a rhythm to the speech?
  + What is the overall tone of the speech? Does it remain constant or is there a tonal shift?
* Evaluation of techniques
  + Was this speech a success (you may research this AND provide personal evaluation)?
  + What persuasive techniques did the speaker employ well? Which were maybe lacking?
  + Overall, is this a quality speech? If yes, what makes it “quality”?
  + What could be changed or added to improve this speech? (Are there any techniques not employed that would contribute to a stronger message?)

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| (9pts each) | **4-Sophisticated (9pts)** | **3-Proficient (8pts)** | **2-Developing (7pts)** | **1- Insufficient (6pts)** |
| **Speaker’s Background & Ethos** | Presentation provides a thorough background of the speaker. Speaker limits information to what is most important about the speaker in terms of what makes them qualified to speak, does not contain frivolous information. Basically, conveys the speaker’s ethos. | Presentation provides a brief background of the speaker. May include random bits of information, though fun, are not necessary to understanding the credentials of the speaker. | Presentation provides a couple facts about the speaker, some of which is necessary to understanding the speaker’s ethos. Several bits of information are not necessary to understanding speaker’s ethos. | Presentation provides little to no background on speaker or their ethos. Audience left without understanding the speaker’s qualifications regarding the topic of the speech. |
| **Speech Context** | Presentation clearly provides the context under which the speech is given. Conveys the challenges of the time and the implications the the challenges pose on the speaker and their message. | Presentation provides a brief context under which the speech is given, Conveys some idea of what challenges of the time the speaker was up against. | Presentation skims through the context under which the speech is given. May fail to provide challenges the speaker is faced with in regards to conveying their message. | Presentation provides little to no context of the speech. Audience left without understanding of the time frame or challenges faced by the speaker. |
| **Rhetorical situation**  **(Exigence, audience, purpose, message)** | Presentation presents audience with all elements of the rhetorical situation. Presentation also analyzes the relationship between these elements, such as how the purpose may impact the message. Analyzes how the message is crafted for the audience, as well as how the exigence may impact the message, audience, etc. | Presentation presents audience with all elements of the rhetorical situation. May fail to analyze the relationship between the elements fully, but makes an attempt to. | Presentation presents audience with most of the rhetorical situation, may have all elements, but glosses over them briefly. Fails to/or does not attempt to analyze relationship between the elements. | Presentation fails to convey the rhetorical situation. Contains no analysis, nor an attempt to convey relationships between elements. |
| **Rhetorical Appeals**  **(Logos, Pathos, Ethos)** | Presentation not only identifies the rhetorical devices used in the speech, but provides examples of each in the form of direct quotes/textual evidence. Analysis of the appeals also emphasizes the IMPACT of these appeals, for example the particular emotions being evoked, or the line of logic meant to be followed. | Presentation identifies the rhetorical devices used in speech, mostly paraphrased examples. Some direct quotes are provided and impact of these appeals is briefly analyzed. | Presentation identifies only one of the appeals, and/or also may fail to provide sufficient examples of appeals. Presentation also fails to explain the impact of these appeals. | Presentation does not identify appeals and/or provides no examples. Presentation lacks analysis of impact, may simply state the appeals used with no further analysis. |
| **Surface Features/Tone**  **(Diction, Imagery, Figurative Language, Syntax)** | Presentation conveys a thorough analysis of all surface features and how they contribute to the tone. Provides specific and ample amounts of examples in form of direct quotes/textual evidence. Analyzes the impact of these features and how they emphasize certain points of the message. Presentation also evaluates the use of tone in relation to the message, notes any tonal shifts and the purpose for it. | Presentation analyzes all surface features and how they contribute to tone. Provides some specific examples and general paraphrasing of examples. Attempts to analyze the impact of these features and how they contribute to the overall tone. May identify shift in tone, but doesn’t explain why these shift was employed. | Presentation analyzes most surface features and attempts to explain their contribution to tone. Provides a few examples, but may fail to convey a deep understanding of how the surface features contribute to tone. Identifies no shift in tone. | Presentation fails to identify tone and several of the surface features. Examples are either weak or not presented. Lacks analysis of the features presented and how they contribute to the tone. |
| **Evaluation of Techniques** | Presentation provides a strong evaluation of the overall quality of speech and it’s impact on the audience, including use of appeals and surface features. Identifies strong elements, and possible areas for growth or improvement of the speech. | Presentation provides an evaluation of the overall quality of the speech and the impact on audience. Attempts to evaluate techniques. Provides some suggestions for improvement. | Presentation glosses over an evaluation of the overall quality of speech. May fail to comment on specific rhetorical techniques that are well used or used poorly. Fails to suggest improvements. | Presentation lacks evaluation of speeches quality. Doesn’t comment on use of techniques and provides no suggestion for improvement. |

**Speech Resources (Where do I find a speech?)**

* <http://www.historyplace.com/speeches/previous.htm>
* <http://www.americanrhetoric.com/top100speechesall.html>

\*Speech Choice is first come first serve!\*

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| OFF LIMITS SPEECHES (you may not choose)   * MLK’s “I Have a Dream Speech” * Speeches that have been translated (such as speeches from Hitler) |

**Visual Aid Suggestions**

* Power Point
* Prezi
* Poster/Tri-Poster Board
* Other ideas? See me! (I’m quite flexible)

**General Requirements**

* 8 min minimum
* Both members must speak (equally & cohesively)
* Visual Aid (aids audience in understanding, not the speaker)
* Hand in:
  + Notes & annotations from EACH member (I can clearly tell who did what)
  + Works Cited (either printed or shared with me on drive)
  + Visual Aid (either printed copy or shared with me on drive)

\***Presentations: Monday 13th & Tuesday 14th\***