

## Unit 1: Rhetorical Case Study

*"People often say that this or that person has not yet found himself. But the self is not something one finds; it is something one creates." ~Thomas Szasz*

Public figures promote themselves through the construction of a particular image which communicates certain ideologies/beliefs. You examine how a public figure constructs a specific message by examining a sampling of verbal rhetoric (interview, lyrics, speech) and visual rhetoric (clothing choice, website, album or book covers) as well as secondary, background information to aid your analysis. Remember, you are looking at only one idea—How does this public figure construct an image that portrays a message about a certain idea: "America," "gender" "artist," "race," "social activism" "truth/morality," "leadership," "religion," etc.?

### **Rhetorical Features:**

#### ***Specific Purpose:***

--think critically about the way in which public figures reflect certain ideologies through their images

--critically examine diverse primary texts (social media, visuals, interviews, etc.)

#### ***Specific Audience:***

--academic

--instructor

#### ***Specific Style:***

--report/factual

--thesis driven

#### ***Specific Formatting Requirements:***

--at least 5 primary sources

--MLA formatted Works Cited and in text citations

--at least 5 pages

--double spaced, 10-12 font, 1 inch margins

--MLA heading and page numbers



	<b><u>A:</u></b> <b><u>Excellent</u></b>	<b><u>B:</u></b> <b><u>Good</u></b>	<b><u>C:</u></b> <b><u>Satisfactory</u></b>	<b><u>D</u></b> <b><u>Unsatisfactory</u></b>	<b><u>F:</u></b> <b><u>Failing</u></b>
<b><u>Content</u></b>	Thoughtful, surprising, mature thesis and detailed, believable analysis and interpretation of texts. Sophisticated use of analytic language.	Clear, successful thesis, analysis, and interpretation of texts. Correct use of analytic language.	Basic, more obvious thesis with mostly successful, general analysis and interpretation. Basic use of analytic language.	Unclear or unsupported thesis, lacks successful analysis and interpretation. Misuse of analytic language.	Plagiarized or failure to create original thought (less than 5 pages)
<b><u>Organization</u></b>	Thesis eloquently lays out main argument and points. Order of content is not only clear but thoughtful in progression. Topic sentences guide reader gracefully from point to point. Paragraphs are developed cohesively and broken up thoughtfully.	Thesis lays out the general argument. Order is clear. Most paragraphs contain only one idea.	A thesis is clear at the beginning. The paper shows division of thought without too much overlap.	Ideas are not distinctively separated. Paragraphs are not constructed to effectively present one idea each.	No attempt at organization
<b><u>Style</u></b>	Excellent, carefully chosen vocabulary. Clear, smooth, dynamic sentence structure. Author's voice is unique and distinctive.	Clear, correct, smooth vocabulary and sentence structure	Paper is mostly clear with basic vocabulary and readable sentence structure.	Vocabulary is incorrect or awkward. Sentence structure creates difficulty for reader.	Paper is mostly unintelligible
<b><u>Mechanics</u></b>	No errors that could be corrected with grammar/spell check.	Several minor errors.	Grammar/spelling errors do not impede comprehension	Grammar/spelling errors impede comprehension	Clear lack of basic editing

<b><u>Formatti ng</u></b>	Seamless integration of research with correct citations and Works Cited. MLA heading and page numbers correct	Correct citations and Works Cited. Correct MLA heading, page numbers, margins.	Citations and Works cited included.	Serious problems with missing citations or Works Cited formatting	No citations or Works Cited	
<b><u>Process Work/ Revision</u></b>	Excellent use of peer and instructor feedback as well to revise content, structure, style, and mechanics within the paper. Thorough, thoughtful process work.	Successful Revisions of major issues within paper. All process work included	Revisions (more than just editing) are clear in final draft. Most process work completed. Some missing from folder	Revisions are lacking in final draft. Some process work completed and included.	Not revised	