

Major Paper #1: Rhetorical Analysis of a Public Discourse Focusing of Ethos, Pathos, and Logos ver. 1.1

This project is completed in groups of 2-3.

Paper Due: 1 week after SES #8

Length: 1500-2000, ~6-8 double-spaced pages

Form a group and select any 20th century political speech at the American Rhetoric site

- <http://www.americanrhetoric.com/speechbank.htm>

or find a speech at

- The Presidential Speech Archive at the Miller Center of Public Affairs
<http://millercenter.org/scripps/archive/speeches>

Investigate the *kairos* of the speech. What was the issue? the background? the audience or audiences? How did the speaker use logical arguments (*logos*) to be persuasive? How did the speaker appeal to the emotions of the audience (*pathos*)? How did the speaker appeal to his own authority (*ethos*)? How effective were each of the elements? How did they work together?

Your paper should contain an introduction giving the historical context of the speech and a one or two sentence thesis that contains the overall point of your paper. Each following paragraph should contain a single argument with specific evidence. You should let the speech and context determine the paper's organizational structure. Although using discussing each mode of persuasion in order is an obvious organizational model, it might not be the best, especially if the speech has different sections or is appealing to multiple audiences.

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