Assignment rationale:

The purpose of this next paper is to walk you through the process of descriptive analysis. Although you may never write a paper like this again, you will gain an understanding of the early stages of rhetorical criticism. The contents of this paper will determine your critical perspective and provide evidence for the final paper.

Assignment:

- In this paper, you will undertake an analysis like that of the analysis in Campbell and Burkholder (chapter two). The paper will cover the seven major areas of descriptive analysis—purpose, audience, tone, persona, evidence, structure, other strategies. Organization of the paper is up to you, however.
- As Campbell and Burkholder argue, this stage of the research process is intended to be “organic”—in the text. As such, there is no need to bring in outside sources. Your paper should be centered on the text itself.
- The assumed audience is academics in our discipline.
- Specifics:
  - Page range: This is always arguable, but I suggest that you stay within the 10-12 page range. You may have an abundance of evidence, but you should support your argument with the strongest evidence.
  - Sources—not required unless they add to your argument.
  - APA format
  - To cite parts of a speech text, use page numbers when available. If that is not an option, use paragraph numbers.
- Your paper should be emailed to me by 5 pm on the due date: wendy.atkinssayre@usm.edu.

Grading criteria:
When grading the essay, I will look for the following characteristics:

- Thoroughness of analysis
- Clarity of argument
- Use of textual evidence to support claims
- Understanding of rhetorical concepts
- Accuracy and persuasiveness of reading of your text
- Clarity of writing
- Adherence to APA format

Due date: September 27