**Rhetorical Analysis—Short Assignment 1 and Essay 1**

**Goals:** Your first short assignment and first long essay are essentially two parts of the same project, with SA 1 designed to prepare you to write Essay 1. For both assignments, you will be performing a rhetorical analysis of a single episode of reality television makeover show that will examine the use of *logos, ethos,* and *pathos* in that episode and connect their use to the show’s overall message or argument. You may use the same episode for both assignments or switch for Essay 1 if you so choose. The show you choose can be a re-run or new episode and can be viewed either on television or on the internet. Some possibilities include (but are not limited to):

*Extreme Makeover*

*Extreme Makeover: Home Edition*

*The Swan*

*Pimp My Ride*

*What Not to Wear*

*10 Years Younger*

*Give Me a Famous Face*

*Made*

*Flip That House/Flip This House*

\*\*If you do not own a television, you can access some back episodes of these shows for free on the internet, either through YouTube or the network site. If you have difficulty finding something appropriate, let me know.

**Short Assignment 1**

**Due Date:** Tuesday, February 10 by midnight.

**Description:** View a single episode of a reality television makeover show. Select the concept of either *logos, ethos,* or *pathos* and analyze its use in this episode in 2-3 pages (double spaced, standard fonts and margins). Cite specific examples to support your claims. Consult the relevant chapters *Everything’s and Argument* and the handouts on rhetorical analysis as needed.

**Minimum Requirements**

* 2-3 pages in length
* Makes a clear argument that addresses the overall way in which the chosen appeal functions in that episode. The argument should not attempt to comment on the entire series or genre.
* Cites specific examples through quotation, paraphrase, or description
* Contains a logical organizational scheme
* Is well edited and avoids grammatical errors

**Essay 1**

**Peer Reviews Due:** Tuesday, February 17 by midnight

* 1. **Due:** Thursday, February 19 by midnight
  2. **Due:** Tuesday, March 3 by midnight

\*\*1.1 will be returned to you during individual paper conferences the week of February 24.

**Description:** Using either the episode that you analyzed for SA 1 or a new episode (if the previous assignment did not go well), perform a full rhetorical analysis in 5-7 pages (double spaced, standard fonts and margins). You must account for how *logos, ethos,* and *pathos* function in that episode.

**Things to Consider:**

* In order to perform this analysis, you must be able to identify at least *one major argument* made in the episode and the *reasons* offered for why the argument is good. Though a single episode may present a variety of arguments, your task will be easier if you stick to one.
* It is pretty much inevitable that your preference for or against the show will play a part in your analysis. Try to avoid unqualified praise or polemic by maintaining a fairly objective, academic tone. Take a broad view of the various methods of persuasion without getting bogged down in some detail you find offensive. You might also interrogate your adverse responses as a way of further developing your analysis. For example, if you hate the staged qualities of *Extreme Makeover: Home Edition*, try to figure out why it has that staged quality and why you hate it so much. Consider those moments that feel staged as moments where the show is arguing for itself and why the false spontaneity possibly undermines that argument.
* Try to account for both verbal (spoken) and non-verbal forms of rhetoric. Consider how the scene blocking, camera work, music, etc. work as subtle forms of persuasion.

**Minimum Requirements**

* 5-7 pages in length
* Makes a clear argument that addresses the overall way in which various argumentative techniques functions in that episode. The argument should not attempt to comment on the entire series or genre.
* Cites specific examples through quotation, paraphrase, or description
* Contains a logical organizational scheme
* Is well edited and avoids grammatical errors