

## **Short Assignment 2: RHETORICAL ANALYSIS and SYNTHESIS**

Outcomes Targeted: 1, 2

In your first Short Assignment, you used your knowledge of **close reading**, **main points**, **genre**, **audience**, and **rhetorical conventions** to summarize, revise, and reflect on the UW's mission statement.

In your second Short Assignment, you will have the option of choosing between several different prompts relating to our course materials which will help you practice the skills of **rhetorical analysis and synthesis**.

In 2-3 pages, you will analyze the rhetorical choices made in 2-3 source materials (depending on which prompt option you choose) in the form of a **synthesis essay**. You will want to summarize the authors' main arguments, analyze how their arguments are articulated and supported, and then provide your own evaluation of whether or not their arguments are effective and why. Because you are working with multiple sources, as opposed to one, organization is crucial.

Be sure that your synthesis includes:

- Clear **summary** and **analysis** of arguments
- Consistent **tone**
- Clear **organization**
- Rhetorical choices that take into account your **purpose** in analyzing and comparing your sources

### **Your Task:**

#### *Option A: Corporate Mission Statements and Visual Analysis*

- Analyze and compare the rhetorical strategies in two corporate mission statements
- Evaluate these two mission statements using our class criteria of a strong corporate mission statement. A strong corporate mission statement:
  1. Serves as filters to separate what is important and what is not
  2. Clearly state which markets will be served and how
  3. Communicate a sense of intended direction to the entire company
- Choose an image from each company's website and discuss whether or not that image supports the claims made in the company's mission statement. Why or why not?

#### *Option B: Nonprofit Mission Statements and Visual Analysis*

- Analyze and compare the rhetorical strategies in two nonprofit mission statements
- Evaluate these two mission statements using our class criteria of a strong nonprofit mission statement. A strong nonprofit mission statement:
  1. Provides direction and purpose for the organization
  2. Motivates staff and volunteers
  3. Appeals to donors and other supporters
  4. Provides a means of evaluating organizational achievement
- Choose an image from each organization's website and discuss whether or not that image supports the claims made in the organization's mission statement. Why or why not?
- Sample corporate mission statements posted on canvas. If you'd like to look at a mission statement that's not on this list, please approve it with me first.

*Option C: “Weird AI” Yankovic v. Strategic Management Insight*

- Analyze and compare the rhetorical strategies in the Weird AI Video “Mission Statement” and the advice for how to write a “Mission Statement for Success” on the Strategic Management Insight website.
  - <https://www.strategicmanagementinsight.com/tools/mission-statement.html>
  - [https://www.youtube.com/watch?v=GyV\\_UG60dD4](https://www.youtube.com/watch?v=GyV_UG60dD4)
- Evaluate the potential impact of these sources on an audience.
  - Be sure to consider how the different genres (parody v. business advice) and mediums (video v. web article) might affect different audiences
- For this option, you will need to analyze images, sound, and web layout as well as text.

*Option D: Textual Analysis – Language and Belonging*

- Read Gloria Anzaldúa’s “How to Tame a Wild Tongue” (p. 497) and Amy Tan’s “Mother Tongue” (p. 886) in *Contexts for Inquiry* and analyze and compare the rhetorical strategies in each essay
- You will need to consider rhetorical conventions such as word choice, tone, pathos, logos, ethos, argument, counterargument, and evidence
- Compare the arguments in these essays to your own personal experience of language, context, audience, and belonging

*Option E: Analysis of a Live Political Event*

- **Watch a live political speech or press conference** given by a representative of national or local government or by an activist/activist organization
- **OR Witness or participate in an event of activism** such as a rally, protest, community action meeting or local government meeting
- Analyze the language/rhetoric used as well as other aspects of the rhetorical situation (conventions, genre, medium, audience, constraints)
- Be sure to engage in analysis of both words AND images
- **Use Congresswoman Pramila Jayapal’s rhetorical advice** (“Truth dwelling! Story telling! Specific and Compelling!”) to evaluate the ethics and effectiveness of the event, **and/or provide your own methods of evaluation, but be sure to explain what those methods are**
- If you attend a live event, you may want to ask other participants questions and use quotes to support your analysis. Identify your sources responsibly.
- YOU choose how to make this a “synthesis” paper while fitting the short page limit and limiting the scope of your essay so that your analysis is focused and specific

**Please reread Outcomes 1 and 2 in your textbook. A successful SA2 paper will demonstrate that you are aware of and are consciously practicing the goals listed in these Outcomes.**

**Formatting:** 500-750 words total (2-3 pages), your name, assignment title, page numbers, double-spaced, 12 pt. Times New Roman font, 1-inch margins

**DUE DATE: Post to canvas by 11:59PM on Sunday, October 15, 2017.**