Project #2: Rhetorical Profile

Overview

Our second project this semester invites you to develop an account of an especially effective *everyday* **rhetor**—*someone who, in speech or in writing, proved persuasive in a specific situation*. Your account should examine the specific qualities or tactics the person uses to compel agreement or change the hearts, minds, or actions of others. As you begin to write, remember that this is a *profile* piece. It should focus on **1 person** in **a specific situation.** Once you have a specific person, place, event, and rhetorical artifact (speech or document), you have what you need to make the case for your rhetorical profile. Your goal is to,

- tell readers about the person,
- provide a fully developed description of the situation,
- and use rhetorical terms such as *ethos*, *pathos*, *logos*, and *kairos* to account for the rhetor's effectiveness.

Step 1: Selecting Your Rhetor

1) Selecting a suitable person and **2)** locating the moment or text through which they were rhetorically effective are among the most important choices in this project. The individual you choose should adhere to the following guideline:
- Real life individuals (avoid fictional characters).
- Avoid public figures like politicians and celebrities. Instead, identify someone with a lesser-known profile such that your work, your accounting for their rhetorical qualities, stands out as a distinctive perspective that is yours.
- Consider focusing on someone whom *you* find to be inspirational or interesting in the way that they make their points and use rhetoric. You might choose someone (such as a coach, family member, teacher, artist, pastor, athlete, etc.) who has personally impacted or affected you through their speech, writing, or composition.
- If you want to challenge yourself, you could also choose someone who you might not agree with. You will take an objective stance to understanding how this individual rhetorically affects their intended audience.

Step 2: Compiling Evidence

Once you've chosen your rhetor, you will move into collecting supporting evidence for your analysis. Evidence for this work might include:

- memory (what you remember about the event),
- a text (a copy of the effective document or a transcript of a speech),
- a photograph or video,
- an interview with the rhetor, or

- second-hand accounts from others who witnessed the event (people at the event or comments on a YouTube video would work as evidence for this project).

The amount of evidence you work with is up to you. You could have one strong source (ex: YouTube video) to analysis. Or, you might draw upon 2 or 3 similar sources to better understand your rhetor. Keep in mind however, that your sources should be based around 1 specific situation.

Step 3: Creating Your Profile

Once you identify your chosen rhetor, you will want to take time to analyze how this individual uses rhetoric to effectively persuade their intended audience. Here are some generating questions for you to consider as we begin thinking about what makes someone an effective rhetor.

- How does rhetoric work? What does a rhetorical situation involve?
- What do effective rhetors do? What counts as evidence of effective rhetoric? And, how do we recognize everyday rhetors/rhetoric in everyday situations?
- How was this person involved in a rhetorical situation? What was the exigence (or occasion), who was the audience, and what were the constraints (e.g., attitudes or values held by those involved) in this situation?
- In what genres did they write or speak to communicate with others?
- How did the everyday rhetor make a difference? For whom? When and where? Why? How do you know?
- What larger movements or communities—digital or material—is this rhetor a part of? How does that movement or community shape what they write, say, or do?

Project Requirements

- Word Count: **1250-1500 words.**
- Must include **at least one visual** to complement your profile (e.g., image of rhetor, rhetorical situation, speech/document, etc.).
- MLA Formatting
- Due: **____** (Word Doc format).

Grading Rubric

Introduction	/15pts
- Begins with a clear introduction sentence that captures the reader's attention. - Clearly introduces chosen rhetor and provides any essential background information to understand the rest of the essay. - States the intended purpose of the project.	

● Contains a thesis statement that identifies the primary rhetorical skills of the rhetor and the effectiveness of these skills.	
Biography ● Provides a brief summation the rhetor's background, achievements, and/or additional information necessary to better understand the individual's communicative abilities. ● Explains why the author chose this individual for the assignment.	**/15pts**
Organization ● Sections are organized appropriately using topic sentences and effective transitions. ● Supporting evidence is utilized throughout the project to support the author's claims. ● Sections connect the key rhetorical conventions to larger understanding of the rhetor's effectiveness.	**/25pts**
Rhetorical Conventions ● Project identifies the rhetor's rhetorical situation and how this situation impacts the effectiveness of the speaker. ● Key rhetorical terminology is utilized throughout the project to describe the rhetor's abilities and discuss how these strategies help the rhetor persuade their audience.	**/20pts**
Conclusion ● The conclusion restates the thesis. ● Reflects the effectiveness of the rhetor's communication based on the rhetorical conventions discussed throughout the project. ● Ends with a larger takeaway of the impact of the rhetor's skills on the author.	**/10pts**
Formatting/Grammatical Conventions ● Proper MLA formatting. ● The project fall within 1250-1500 words. ● A visual is provided. ● The project has minimal grammar and syntax errors.	**/15pts**