

## Writing Project One: Rhetorical Analysis of an Apology (minimum 4 pages)

**CONTEXT:** Have you ever noticed the attention celebrities and politicians get when they make mistakes? They are basically required to make a public apology. These apologies range in success and type, but they are always closely critiqued. Now it's your turn to do that. These public apologies reveal a lot about how public figures want to be identified by others and how they identify themselves. In the apologies, specific rhetorical choices are being made and specific ways of interacting with the public and presenting information are carefully chosen.

**YOUR ASSIGNMENT:** You will be doing a rhetorical analysis of a public apology made by a celebrity, athlete or politician. Specifically, you will analyze how the apologizer utilizes any or all of the rhetorical appeals (*ethos*, *pathos*, *logos* and *kairos*) in order to create a certain atmosphere/identification. What kinds of language does the person use? What kinds of references are made? How is the apology made (official statement, talk show interview)? Who is the intended audience and how are they supposed to react? What is the effect of those choices in terms of the rhetorical appeals? Include a Works Cited page that lists the apology you've chosen to analyze (where you found it) and any other sources you may choose to consult (Only the citation for the website you are analyzing is required). The Works Cited page **does not count** towards the page requirement

### Requirements:

- Minimum 4 pages (not including Works Cited)
- MLA formatting (including Times New Roman 12 pt font, 1-inch margins, proper heading and headers, Works Cited Page but NO COVER PAGE)
- Submitted to Blackboard in Word format

### Goals of Assignment:

- Identification and evaluation of rhetorical strategies (*ethos*, *pathos*, *logos*, and *kairos*)
- Audience awareness
- Interaction with non-fiction and non-traditional texts
- Using appropriate structure, language, documentation, and format appropriate for a scholarly analysis

### Grading Criteria:

- There is a clear thesis that is supported throughout the essay.
- The analysis explores and examines rhetorical appeals being used in the apology.
- Essay has clearly articulated and revised claims in the body paragraphs.
- The conclusion wraps up the claims being made, but does not repeat the topic sentences from the body paragraphs.
- Essay incorporates smooth transitions.

- Essay is organized in a sophisticated and logical manner, utilizing structural cues to further the connections being made.
- Essay demonstrates the writer's dedication to thoughtful revision including comments and suggestions made by instructor and peers.