Project 1 Real-World Example Analysis

1. **Who is the intended audience? How do you identify the audience?**

I believe the intended audience is anyone that’s interested in finding out the impact of *Brown* decision. The author, *Juan Williams*, laid out the facts describing how a decision that was made 50 years ago has changed our country today. The tone of the article wasn’t geared towards specific race or group but to general audience that might be interested in the history of *Brown* case.

1. **What do you see as the writer’s purpose? To explain? Inform? Anger? Persuade? Amuse? Motivate? Sadden? Ridicule? Is there more than one purpose? Does the purpose shift at some point within the text?**

The author’s ultimate goal was to persuade the audience that *Brown* decision that took place 50 years ago, still has a rippling effect on today’s society. I was able to notice the shift in his purpose in the second half of his paper. Juan Williams presented all the facts to build his credibility in the beginning then utilized it to persuade the audience towards the latter half.

1. **Can you identify the rhetorical appeals in this piece of writing (ethos, logos, pathos)? What would you add to or omit from it to make the rhetorical appeals more effective?**

I believe the author utilized all the appeals (*ethos, logos, pathos*) in this paper. The organization of his writing clearly showed his intention of first building his credibility (*ethos*) by laying out the facts then utilizing the audience’s emotion of right or wrong (pathos) to deliver his message. The sequence in which he organized his paper presents the author as being logical (logos) and not seemingly biased with a specific agenda.

1. **How does the writer develop his or her ideas? Narration? Description? Definition? Comparison? Cause and effect? Examples?**

The article felt very informative initially then the tone shifted towards being a cause and effect describing the *Brown* decision has changed our society today.

1. **What is the tone of the text? Do you react at an emotional level to the text? Does this reaction change at all throughout the text?**

As mentioned above, the tone was very informative and factual which allowed me to give him the credibility.

1. **How does the writer arrange his or her ideas? What are the patterns of arrangement?**

I thought his organization was exceptional. By introducing the facts in the beginning and describing the important milestones, he has immediately gained credibility from the reader. This allowed him to introduce his cause and effect portion of his writing.

1. **Does the writer use dialogue? Quotations? To what effect?**

The author utilized concise and pertinent quotes from important events to tie into his dialog. I believe his usage of quote was very effective and allowed me to almost “fact check” his paper as I read them.

1. **How does the writer use diction? Is it formal? Informal? Technical? Does the writer use jargon? Slang? Is the language connotative? Denotative? Is the language emotionally evocative? Does the language change throughout the piece? How does the language contribute to the writer’s aim?**

I believe the author’s tone stayed neutral throughout the entire article and I didn’t see a change.