

Rhetorical Analysis - Opinion Text

Course: Composition 11

Title: Rhetorical Analysis - Opinion Text

Length & Timing:

- 700900 words
- 35 classes

Text Options (Teacher provides ONE current or enduring text such as):

1. A reputable Canadian news editorial on technology, climate, or justice.
2. A speech from a Canadian leader or advocate (e.g., reconciliation, environment, social justice).
3. An opinion column on youth, social media, or education.

Student Instructions:

1. Read and annotate the assigned text:
 - Identify the main claim.
 - Note key strategies: tone, diction, emotional appeals, examples, repetition, structure.
2. Write a rhetorical analysis that:
 - Introduces the text (author, title, context) and states your judgment of its effectiveness.
 - Explains HOW and WHY at least THREE rhetorical strategies influence the intended audience.
 - Uses specific quotations or details to support your points.
 - Ends with a conclusion on how well the piece works overall.
3. Use formal, third-person academic style.

Teacher Grading Criteria:

Understanding of Argument (/10)

- Correctly identifies claim and audience.

Strategy Analysis (/20)

- Clearly explains rhetorical strategies and their effects.

Evaluation of Effectiveness (/10)

- Provides a reasoned judgment supported by analysis.

Structure & Coherence (/10)

- Logical organization; clear paragraphing.

Language & Conventions (/5)

Total: /55