Rhetorical Analysis Worksheet

Text: Brooklyn Tech Companies Turn to RIT Talent (University News)

<http://www.rit.edu/news/story.php?id=52749>

The Writer or Speaker (his/her voice or persona):

* How does the author present himself or herself?
  + The author of this article, Mindy Mozer, doesn’t include any background information on herself but she has a link to her Twitter account and in her profile it states that she is the editor for the University Magazine at RIT.
* Is the author familiar with the subject? How can you tell?
  + Yes because she researched the company she used as the example in the article and interviewed the creators.
* How does the author show good judgment or a broad perspective?
  + She was really informative on the topic of companies hiring students from RIT and she used a specific example but she leaves everything else to assumptions by the readers, such as future hiring of workers and other companies.
* Is the author reasonable? How can you tell?
  + Yes because again, she wrote the article to inform readers about this company and the surprise that they chose RIT to hire employees for their company.
* How does the author treat those who disagree?
  + She doesn’t really include anything about disagreeing but judging by her tone of writing, I think she wouldn’t mind if people didn’t find the article interesting.
* How does the authors value others’ welfare?
* How does the author treat the reader?
  + She knows that most readers are students so she tries to relate the article to students as much as possible by including internships, co-op programs, and former RIT students who received jobs in New York City.
* How does the author use ethos?
  + She includes information about the companies talked about in the article, Dumbo, Huge and Big Spaceship, including their goals and location in the city. This shows she researched thoroughly and knew what information was needed to write the article.
* What did you expect to see what was not on the page? How does the author distract your attention from this?
  + I didn’t expect to see anything before reading this article besides the information included.

The Audience

* Where is this published/distributed? What does that say about this work?
  + The entire magazine was published by RIT and it does explain the purpose of this specific article because the stories are about RIT students receiving jobs with major companies in New York City.
* What are the characteristics of the audience? How can you tell? Consider:
  + Race, age, sex, physical characteristics, habits🡪 (numerous races, all different ages, primarily 18-25(stereotypical college age), numerous physical characteristics and numerous habits)
  + Economic or educational level🡪 (they’re students so not much money and still in college)
  + Religious or educational level🡪 (different religions and still pursuing an education)
  + Ethnicity, citizenship, location🡪 different ethnicity and citizenship, location would have to be around the college, whether on campus or off campus.)
* What reader needs, values, or beliefs are presented here? How can you tell?
  + Since most of the readers are students, they would be interested in reading about the jobs received to former students and it could help them find their own jobs in the future and possible give advice on internships and choosing companies and locations.
* How does the author use pathos?
  + The author does seem “proud” of the students and makes the story seem unbelievable because the companies from NYC chose students all the way from Rochester to hire for work.
* How should the audience use information about opposing views?
  + I think the opposing views would come from other companies that are local instead of in the city and I think the way to use the information would be to simply weigh out the options when finding a job or internship with a company.
* Is the reader encouraged to examine or question the opposition’s motives?
  + I think so because when you’re looking for any job position, it’s important to search numerous areas before settling.

The Message (i.e. the text)

* How is this work organized? What are the cues to this organization?
  + It starts off by introducing the company Dumbo and one of its founders who graduated from RIT. After that, the author begins talking about searching for students at RIT and the level of experience within the students here compared to other colleges.
* Does the organization work?
  + I think it does because it introduces a main example first and then ties in the general purpose of the article which is a nice way of grabbing the readers’ attention.
* What claims are made? Are these claims strong, obvious?
  + The main claim is that RIT students have much experience because of internships and co-ops with different companies that they are more likely to be hired. I think this claim is strong and obvious because RIT students are given so many opportunities to explore their majors and interests to find ways of increasing their experience.
* What evidence is used to support the claims?
  + She mentions four RIT students who work at a company in NYC because of their vast experience as well as interviewing companies who are specifically choosing RIT to search for employees.
* How does the author use logos?
  + She does include information on companies which was found by researching and looking at different resources.
* Is there a pattern to word choice or word order? Is the language simple or complex? Are terms defined?
  + I don’t think there is any word order but the language is somewhat simple because it is in a magazine targeted towards students. It is informative so certain words and names are defined and explained.
* What is the style of this work? How is this style created? Does the style of this piece resemble that of other works?
  + I think the style of this work is very professional but at the same time, it is very informal because the author is informing students of this surprising situation that has happened and includes information that can help students with their own lives.
* What does this work look like? Is it neatly done? Does it use the page well? How does the font interact with the text? Is there white space one the page? Are there relations between parts of text?
  + There is one photograph in the beginning of the article but most of it is just text. Since this was read online, there was mostly text but it fit the screen well and the photograph in the beginning shows the company that was first talked about so there is a relationship between the text and photo.