

Paper 2. Rhetorical Analysis

750-1000 words, 100 points total, Double spaced, 12pt Times New Roman font

Due: Tuesday, February 2

As our textbook states, everything can constitute an argument. As we have seen in class, visual media can create an argument just as strongly as a written text. For this assignment, you will perform a rhetorical analysis on a public space dedicated to food. A rhetorical analysis demonstrates your ability to analyze a text as a whole by looking at its constituent parts and presenting a clear argument about how those parts work.

You will analyze how a particular space tries to persuade its readers via argumentative structure and rhetorical appeals (ethos, pathos, and logos). This assignment will build on your knowledge of the rhetorical triangle, textual and visual analysis and observation.

Questions to consider:

- **What is your first impression of the space? Does that impression change after careful observation?**
- **What is the “argument” or goal of the space?** (Please be more specific than “Starbucks tries to sell coffee.”)
- **How do various elements of the space achieve that goal?** (Signage, color schemes, decorations, flow of traffic, displays tables, lighting.)
- **How do these elements work together?**
- **Is the space designed to be unique or uniform?** (Chain vs family owned coffee shops).
- **Does this rhetoric reflect a larger corporate philosophy?**
- **Is there anything in the space that feels out of place? Are there any places where the rhetoric of the space fails?**

While your analysis should take the entire space into account, you may find it useful to focus on one specific feature of that space (see suggestions below). It may be helpful to consider how this feature is an example of how the space works as a whole and how that feature fits into the larger picture.

Students should incorporate rhetorical appeals (ethos, pathos, and logos), visual and textual analysis and personal observation into a cohesive paper that analyzes the rhetoric of the space they have chosen.

Examples of a type of space include (but is not limited to):

- Check out aisle in a grocery store
- Front counter at a coffee shop
- Dining area at UF dining services
- Layout of a local farmer’s market
- Vitamin aisle at health food store

Successful papers will include the following:

- A cohesive argument about the purpose and rhetoric of a space presented in a clear, effective and grammatically correct essay.
- An application of the skills of rhetorical analysis developed in class
- Detailed, personally recorded observations used in support of your argument