

Paper #5 Instructions

Rhetorical Analysis—Top 100 Speeches

Directions: For your fifth paper this year, you are going to be writing another rhetorical analysis. Except this time, you will be analyzing a speech rather than a commercial or advertisement.

Requirements:

- 4-5 pages, double spaced, Times New Roman, 12-point font, APA citation (no choice this time). This means you must have an APA title page and running head throughout your paper. Also, make sure your References Page is in APA format, as well as your in-text citations. Proper format will be part of your grade.
- The speech that you analyze must be chosen from the website www.americanrhetoric.com. When you go there, in the red left column, click on “Top 100 Speeches”, then click on TOP 100 SPEECHES in the yellowish-looking box to choose your speech. At this website, you can listen to the speech as well as print out a copy of the text. You can also get a little bit of background on the speech and/or speaker.
- You may only use a total of FOUR direct quotes in this entire paper, and only ONE of those may be a block quote.

Once you have chosen your speech, let me know. You will then write a paper analyzing the speech for its use of the four rhetorical appeals. However, you will probably want to include some background information on your speech. For example, if you choose the #1 speech of all time, “I Have a Dream” by Martin Luther King, Jr., then you will need to include the following information:

- When and where did he give the speech? Was this important? (Ex: Was the speech to Americans during WWII or to another country during WWII? Why?!)
- Why did he give the speech? What was going on in the world?
- Who was the audience of the speech? Why? How did this affect/not affect what he said and how he said it? (Ex: Was it on TV? The radio? To a small group?)
- What was the speaker’s goal in giving the speech? And, your ultimate argument, did he accomplish this goal? What was the outcome of the speech? (Ex: Assassination, change, a win in the war, what?)

After doing some research on the historical context of the speech and perhaps a little on the speaker himself or herself, you are going to analyze the speech for its use of rhetorical appeals. You must discuss AT LEAST two rhetorical appeals used and GIVE EXAMPLES. You may discuss up to all four if you wish. In the end, however, **you are going to formulate an argument as to whether or not the speaker used the rhetorical appeals as accurately and as well as they could have.** In other words, you are arguing **was the speech successful?**

Choose your speech wisely. Even if you’ve never heard of it before, give it a chance. Read it through more than once. Become familiar with it. Don’t everyone choose “I Have a Dream.”