

## Rhetorical Analysis and Rhetorical Writing – Competency-Based Performance Assessment Tasks

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It is time to show what you have learned about conducting rhetorical analysis and using rhetorical strategies in communication! Below are three sets of performance tasks. Each one has been created for your personal pathway according to your career academy. If you are in ACA, please do the ACA Pathway task. If you are in BHA, please do the BHA Pathway task, and if you are in STEM, please do the STEM Pathway task.  
**YOU ONLY NEED TO DO THE TASK THAT RELATES TO YOUR ACADEMY.**

Each part will receive a separate score that contributes to your overall score for the summative performance tasks. Please consult the rubrics to see how you will be scored.

### Competency:

**The student will analyze how an author’s content and rhetorical choices communicate a text’s purpose.**

### Learning Targets:

- I can **determine the author’s theme** and **purpose** when viewing a piece of persuasive media.
- I can view a piece of persuasive media and **identify the rhetorical strategies** used by the author.
- I can **evaluate the impact of an author’s use of rhetorical strategies** in a piece of persuasive media.
- I can **compare and contrast the use of rhetorical strategies between authors** on a particular topic.
- I can **effectively use rhetorical strategies in my communication** with others that best fit my audience to prove my point of view.

	ACA Pathway Focus (Arts and Communications)	BHA Pathway Focus (Business and Human Services)	STEM Pathway Focus (Science, Technology, Engineering, Math)
<b>Part 1</b>	<b>Rhetorical Analysis and Rhetorical Writing: Formative Assessment</b> Rhetorical Strategies Identification		
(DOK 1 and DOK 2) Identify author’s rhetorical strategies.	<ul style="list-style-type: none"> <li>• <b>Choose a product</b> that carries one or more brand (e.g., shoes, clothing, hamburgers)</li> <li>• Select a brand and view an advertisement (may be print, video or audio commercial), and identify which rhetorical strategies are used in the advertisement,</li> <li>• Complete a graphic organizer detailing the rhetorical strategies you have identified.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Choose a highly debatable political issue</b> (e.g., immigration reform, tax reform, gun laws)</li> <li>• Select an election promise speech (may be via website, print, or video, etc.), dealing with the issue you chose, and identify which rhetorical strategies are used in the article,</li> <li>• Complete a graphic organizer detailing the rhetorical strategies you have identified.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Choose a highly debatable scientific issue</b> (e.g., climate change, vaccination, stem cell research)</li> <li>• Select a scholarly article or video dealing with the scientific issue you chose, and identify which rhetorical strategies are used in the article,</li> <li>• Complete a graphic organizer detailing the rhetorical strategies you have identified.</li> </ul>

<p><b>Part 2</b></p>	<p><b>Rhetorical Analysis and Rhetorical Writing: Summative Assessment Tasks:</b>          Complete a rhetorical analysis of two different pieces of persuasive media          Compare and contrast the two sources using Flip Grid          Review and critique classmate posts</p>		
<p><b>(DOK 2, 3 and 4)</b></p> <p>Compare, contrast and evaluate rhetorical strategies used, theme and purpose of each piece of persuasive media and evaluate their overall impact</p>	<ul style="list-style-type: none"> <li>• <b>Select 2 different brands or companies</b> than the product you selected in Part 1 and evaluate their advertisements. (For Example, if you chose an advertisement for Geico Auto Insurance, then you would want to choose an advertisement for State Farm and Progressive Auto Insurance.)</li> <li>• Complete a rhetorical analysis graphic organizer for the two additional advertisements</li> <li>• Compare and contrast the rhetorical strategies used in each advertisement and present your findings via video on the class Flip Grid, “ACA”. Your video should be no more than ten minutes and should include:             <ul style="list-style-type: none"> <li>• a brief summary of your ads including the theme and purpose with evidence from the ad,</li> <li>• which rhetorical strategies were used and whether you believe they had an impact on the viewer of the advertisement and why?</li> </ul> </li> <li>• Log into the class Flip Grid and select the topic “ACA” and view one classmate’s video and record a video responding to your classmate’s analysis of their ads’ purpose, theme, and rhetorical strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Select 2 different political speeches</b> than the previous election promise speech you selected in Part 1 and evaluate their speeches. (For Example, if you chose former President Obama speaking about immigration reform, you would then select President Trump or former President George H.W. Bush’s speeches concerning immigration.)</li> <li>• Complete a rhetorical analysis graphic organizer for the two additional speeches</li> <li>• Compare and contrast the rhetorical strategies used in each speech and present your findings via video on the class Flip Grid, “BHA”. Your video should be no more than ten minutes and should include:             <ul style="list-style-type: none"> <li>• a brief summary of your speeches, including the theme and purpose with evidence from the speeches,</li> <li>• which rhetorical strategies were used and whether you believe they had an impact on the viewer of the speech and why?</li> </ul> </li> <li>• Log into the class Flip Grid and select the topic “BHA” and view one classmate’s video and record a video responding to your classmate’s analysis of their ads’ purpose, theme, and rhetorical strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Select 2 different scholarly articles</b> than the previous article you selected in Part 1 and evaluate their messages. (For Example, if you chose an article about the killed vaccines, you could then select an article about the live, attenuated vaccines or oral vaccines.)</li> <li>• Complete a rhetorical analysis graphic organizer for the two additional articles</li> <li>• Compare and contrast the rhetorical strategies used in each article and present your findings via video on the class Flip Grid, “STEM”. Your video should be no more than ten minutes and should include:             <ul style="list-style-type: none"> <li>• a brief summary of your articles, including the theme and purpose with evidence from the articles,</li> <li>• which rhetorical strategies were used and whether you believe they had an impact on the viewer of the article and why?</li> </ul> </li> <li>• Log into the class Flip Grid and select the topic “STEM” and view one classmate’s video and record a video responding to your classmate’s analysis of their ads’ purpose, theme, and rhetorical strategies.</li> </ul>

<b>Part 3</b>	<b>Rhetorical Analysis and Rhetorical Writing: Summative Assessment Tasks</b> Create an original persuasive communication using rhetorical strategies Write a reflection evaluating its effectiveness		
<b>(DOK 3 and DOK 4)</b>  Effectively communicate using rhetorical strategies appropriate for a particular audience.	<p style="text-align: center;"><b>Advertisement</b></p> <ul style="list-style-type: none"> <li>• <b>Create an original advertisement</b> for the product you selected in Part 1, (this may be a commercial, a flyer, window poster, etc.),</li> <li>• Your advertisement should incorporate each of the rhetorical strategies (ethos, logos, and pathos),</li> <li>• You should <b>write a reflection</b> explaining your advertisement:             <ul style="list-style-type: none"> <li>○ the theme and purpose of your advertisement,</li> <li>○ the use of rhetoric and explanation of how you demonstrated each strategy,</li> <li>○ c) your intended audience and why you think your advertisement rhetoric addresses them specifically.</li> </ul> </li> </ul>	<p style="text-align: center;"><b>Campaign Promise</b></p> <ul style="list-style-type: none"> <li>• <b>Create an original political promise for the debatable political topic</b> you selected in Part 1, (this may be a commercial, a pamphlet, speech, etc.),</li> <li>• Your promise should incorporate each of the rhetorical strategies (ethos, logos, and pathos),</li> <li>• You should <b>write a reflection</b> explaining your promise:             <ul style="list-style-type: none"> <li>○ the theme and purpose of your promise,</li> <li>○ the use of rhetoric and explanation of how you demonstrated each strategy,</li> <li>○ c) your intended audience and why you think your promise and rhetoric addresses them specifically.</li> </ul> </li> </ul>	<p style="text-align: center;"><b>Scientific Treatise</b></p> <ul style="list-style-type: none"> <li>• <b>Create an original scientific treatise for the debatable scientific topic</b> you selected in Part 1, (this may be framed as a journal article, infographic, speech, etc.),</li> <li>• Your treatise should incorporate each of the rhetorical strategies (ethos, logos, and pathos),</li> <li>• You should <b>write a reflection</b> explaining your promise:             <ul style="list-style-type: none"> <li>○ the theme and purpose of your promise,</li> <li>○ the use of rhetoric and explanation of how you demonstrated each strategy,</li> <li>○ c) your intended audience and why you think your treatise and rhetoric addresses them specifically</li> </ul> </li> </ul>

**Figure 3.15 Three Comparable Task Options to Assess Progress on the Same Competency**