

English 12 Summer Reading Assignment

Directions: While reading your selected summer reading text, you will track the author’s argument(s) and use of rhetorical appeals through two-column notes. **You *must* find and analyze 3 – 4 examples of each rhetorical appeal.** This means you should have 9 – 12 total entries. **It is required that you incorporate direct quotations from the entirety of the text** (i.e. all of your quotations should not come from the first three pages).

What goes on the left-hand side?

On the left-hand side of the two-column notes you will identify direct quotations that demonstrate at least one of the three rhetorical appeals. Be sure to include an MLA citation for each quotation. This should include the author’s last name and page number (Washington 5).

What goes on the right-hand side?

On the right-hand side you will:

1. Identify the rhetorical appeal(s)
2. Explain *how* the author is using this appeal to support the argument he or she is making.
3. Why is this rhetorical appeal effective?

Sample Sentence Starters:

Ethos

- “The author establishes or maintains credibility by...”
- “The author asserts his authority on the subject by...”
- “The author is able to connect to the audience by...”

Now that you have identified *how* the rhetorical appeal is being used, **explain *why* it is effective.**

Pathos

- “The author appeals to the emotions of the audience by...”
- “The author evokes a feeling of _____ by...”
- “The author empathizes with the audience by...”

Now that you have identified *how* the rhetorical appeal is being used, **explain *why* it is effective.**

Logos

- “The author utilizes hard evidence in the form of...”
- “The author appeals to the audience’s reason and common sense by...”
- “The author uses past precedents in order to...”

Now that you have identified *how* the rhetorical appeal is being used, **explain *why* it is effective.**

See the back of this handout for an example of how to set up and write your two-column notes.

Textual Evidence	Analysis
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“Of the two million, studies suggest that 20 to 30 percent have come home with post-traumatic stress disorder – PTSD – a mental health condition triggered by some type of terror, or traumatic brain injury – TBI – which occurs when the brain is jolted so violently that it collides with the inside of the skull and causes psychological damage” (Finkel 17).

“There is the story of his first deployment to Iraq, when he was the division commander who in the course of a year lost 169 soldiers. One by one he wrote their names and hometowns on index cards that he carried in his pocket until there were too many to fit. He attended all of the memorial services and wrote 169 condolence letters in 365 days” (Finkel 73).

The author utilizes hard evidence in the form of a statistic. This is an effective **logical appeal** because it demonstrates that a large portion of veterans are negatively affected by PTSD and TBI. This clearly illustrates the severity of the issue and provides the audience a concrete depiction of the struggles veterans experience upon their return from service.

The author maintains his **credibility** on the subject of soldier’s rights by including the testimony of an expert, Peter Chiarelli. This is an effective strategy because he is including the first-hand experiences of the Army’s Vice Chief of Staff, who has authority on the subject matter. The audience now has insight to how this issue is being addressed in the Army.