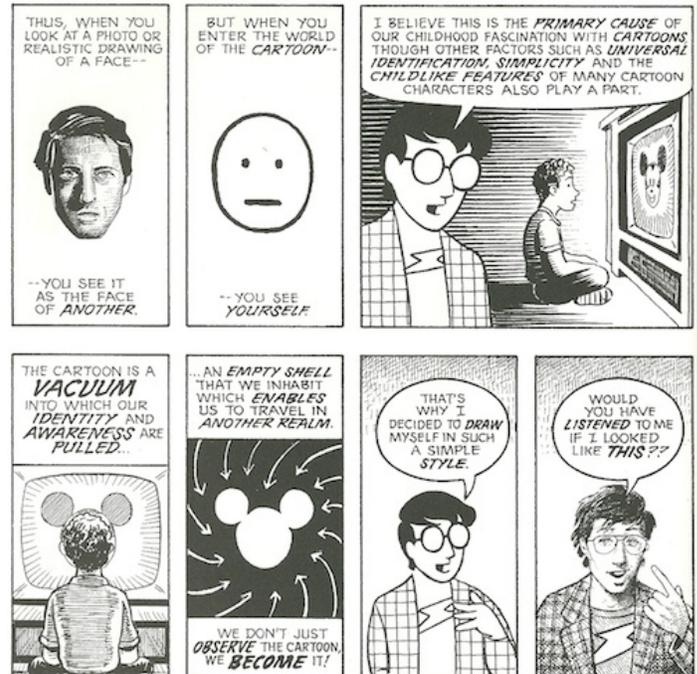Argument Analysis

Your first multi-draft document will be an **analysis of an argument.** The argument you will be analyzing will be a TED Talk of your choice. Start at Ted.com, the try the Discover tab, then the first option—topics. I encourage you to choose a talk related to a topic that you want to *find out more about*, rather than a topic you already think you fully understand. Remember, you're analyzing this talk **as an argument.**

Your goal is to find the **claims** the talk is making—at least **three**—and support the claims with **evidence**, objectively. The claims may be any combination of **implicit or explicit** claims. You'll be examining the speaker's use of **ethos, logos, pathos and kairos**, examining the **structure** of the argument, and identifying any **logical fallacies** inherent in the argument if they arise. In examining the structure, you will pay attention to any **visuals** the speaker uses and his or her speaking style as part of his or her argument. Ultimately, your conclusion is to explain whether or not the **argument is effective.**

Once you have settled on an argument to analyze, spend time **researching** what scholars have said about this topic and thinking about how to incorporate your research into your paper. Plagiarism—intentional or unintentional, finding sources, citing sources, and incorporating quotes into your paper will be covered in class, so be sure to take good notes.

You must have at **least 4 sources** on your Works Cited page for this analysis. Acceptable sources are: books (but not encyclopedias), articles from scholarly journals, articles from non-open-sources websites (so, not Wikipedia), or articles from magazines or newspapers with permission. Your goal in incorporating sources is to have a balanced mix of **quotations, paraphrasing, and original ideas.** Sources can be used to agree or support the argument's evidence or claims or disagree with them. Sources can also be used to help identify fallacies, the speaker's ethos, or any other use helpful in analyzing the argument.
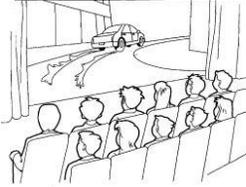
The genre this analysis will be written in is either a **Memo** or **Discussion Transcript**. Look for examples in class for more input on the formatting. Memos are formal, while the Discussion Transcript is much more informal, so consider which format would help you *learn* the most as a writer. One requires creativity, and the other requires strong organizational skills.

The analysis will be turned in digitally through our D2L dropbox—see the rubric for more info on assessment. The minimum word count for this analysis is **1300 words**, not including a header or the Works Cited page. Papers that do not meet the minimum length will receive zeros.

Requirements Checklist

- ✓ TED Talk must be a minimum of 10 minutes long, and be approved by me—after which it cannot change
- ✓ Should identify three claims of the argument, plus evidence for each claim
- ✓ Should address rhetorical appeals, fallacies, overall structure of the argument and overall effectiveness of the argument
- ✓ Document must fit the conventions of the discussion or memo genre
- ✓ Must include minimum of 4 sources to support your analysis using a mix of paraphrasing and direct quotes
- ✓ Works cited page should be the last page of your document, and your word count should not include the works cited page
- ✓ Final file format should be a .doc or .docx only
- ✓ Should be a minimum 1300 words (not including works cited) and be submitted before the start of class on the due date

Due Dates (also on your Schedule of Work)
September 11: Report of Topic due (email me zero draft)
September 20: Workshop Draft Due (In-class workshop, post to message board)
September 25-26: Conference Draft Due (email or bring copy to conference)
Sept 27: Final Draft Due (must be uploaded before class start time)