**Article Analysis (Formative 50 points)**

**Dr. Gingrich, AP Lang and Comp, Spring 2018**

During the course of the semester we will be analyzing various examples from print media for argumentation, visual argument, rhetorical devices and logical fallacies. There will be two components: an oral presentation of the analysis, bring in copies of the article (the copy is due on the Monday you are presenting and I will make copies; if you don’t have the article by Monday your group will lose 10 points, don’t blame it on one person you can all bring a copy). Presentations will be on Thursdays and there will be two or three groups going each week. The article can be in any magazine or newspaper, online or print, which is school appropriate. The article should include print and visual elements. Presentations will begin January 18th.

The write up should include the following analysis and should be two pages, typed, double-spaced with both of your names on it.

A: **argument**-What is the central claim of the article and what type of claim is it? (policy, value, definition, fact) Who is the author of the text? What is the message? Who is the audience?

B**: proofs and appeals**: What types of proofs do they use (emotional, logical, authoritative)? Give specific examples of at least two different types of proofs. How effective have they been at using the proofs and appeals?

**Logical Proofs (**Definition, Syllogism, Cause and Effect, Comparison)

**Emotional Appeals (**Motivation, Values)

**Ethical Appeals** (Character, Trustworthiness, Credibility, Authority)

C. **rhetorical devices:** What are examples of rhetorical devices? How does the author use these to connect to their purpose?

D. **Logical fallacies:** what logical fallacies occur in the text?

Either-or, Slippery Slope, Bandwagon, Ad Hominem, Stacking the Deck,Hasty Generalization

Begging the Question, Non Sequitur, Straw Man, Red Herring, Faulty Analogy

E. How do the **visual elements** contribute to the argument?

F. What is the **overall effectiveness** of the article?