

FIRST YEAR WRITING

LEARNING OUTCOMES

- WRITE IN WAYS APPROPRIATE TO THE AUDIENCES AND OCCASIONS OF EACH ASSIGNMENT
- WRITE EFFECTIVELY IN OR ABOUT MULTIPLE DISCOURSES BY DISTINGUISHING AMONG AND RESPONDING TO RHETORICAL CONTEXTS
- APPLY RELEVANT AND COMPELLING CONTENT, BASED ON STRONG UNDERSTANDINGS OF ASSIGNED SUBJECTS, IN ORDER TO WRITE MORE EFFECTIVELY ACROSS MULTIPLE TYPES OF DISCOURSE
- USE CREDIBLE SOURCES TO DEVELOP IDEAS AND ARGUMENTS THAT ARE EFFECTIVE WITHIN ASSIGNED DISCIPLINES AND DISCOURSES
- CITE SOURCES ACCURATELY ACCORDING TO CONVENTIONS OF THE TOPIC AND DISCIPLINE
- WRITE CLEARLY AND FLUENTLY, WITH FEW ERRORS IN SYNTAX AND GRAMMAR

FOR THIS ASSIGNMENT, YOU WILL CHOOSE TWO TEXTS THAT TAKE ON THE SAME ISSUE, BUT THAT ARE WRITTEN IN DIFFERENT DISCIPLINARY DISCOURSES OR IN GENRES THAT ARE ROOTED IN DIFFERENT DISCIPLINES. YOUR ESSAY ABOUT THESE TEXTS SHOULD MAKE AN ANALYTICAL ARGUMENT COMPARING HOW TWO DIFFERENT DISCOURSES RESPOND TO SIMILAR PROBLEMS OR ISSUES. WHAT ARE THE LARGER CONVERSATIONS IN WHICH THESE TEXTS PARTICIPATE? HOW DO YOUR CHOSEN TEXTS USE (SIMILAR OR DIFFERENT) TECHNIQUES TO PARTICIPATE IN PUBLIC DISCUSSIONS ABOUT THE SAME ISSUE?

THE ASSIGNMENT WE ARE ASKED TO TEACH OUR FIRST YEAR WRITING STUDENTS



DISCOURSE, GENRE AND RHETORICAL ANALYSIS

DISCOURSE IS ABOUT LANGUAGE: WHY WE USE IT AS WE DO



RHETORICAL ANALYSIS

EXAMINATION OF HOW A TEXT WORKS. ALL TEXTS TRY TO PERSUADE READERS TO ACCEPT A CERTAIN POINT OF VIEW. A RHETORICAL ANALYSIS LOOKS AT THE *SITUATION*: THE INTENDED AUDIENCE, THE WRITER'S PURPOSE FOR WRITING, AND CONTEXT IN WHICH IT IS WRITTEN, AND THE DEVICES USED TO HELP THE WRITER PERSUADE THE AUDIENCE.



THE CONCEPT OF RHETORIC WAS DEVELOPED TO FACILITATE DISCUSSION.

RHETORIC PROVIDED A SET OF SKILLS THAT HELPED PEOPLE DISCUSS AND DEBATE THEIR THOUGHTS WITH OTHER, AND POTENTIALLY REACH COMMON GOALS OR MAKE DIFFICULT DECISIONS.



DIFFERENT SOCIAL SPACES AFFECT HOW WE COMMUNICATE, WHAT IS SAID, WHAT IS NOT SAID.
AND HOW OUR MESSAGES ARE RECEIVED, UNDERSTOOD, AND ACTED UPON. YOU OPERATE IN
MANY DIFFERENT DISCOURSE COMMUNITIES



**IN COLLEGE CLASSROOMS, SOME INSTRUCTORS WILL WANT YOU
TO EXPERIMENT WILDLY**

IN OTHER CLASSROOMS, YOU ARE ENCOURAGED TO COMPOSE WITHIN THE RULES AND EXPECTATIONS OF SPECIFIC
ACADEMIC DISCIPLINES

THE PURPOSE IN UNDERSTANDING RHETORIC IS TO HELP YOU THINK ABOUT HOW WRITING OCCURS IN DIFFERENT SITUATIONS, FORMS, AND SPACES

PAYING ATTENTION TO THOSE CHANGING CONTEXTS...



CHANGES HOW AND WHY YOU WRITE

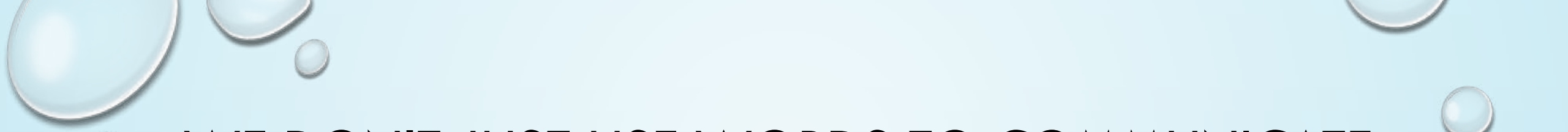


WRITING IS A SOCIAL ACTIVITY

ALL WRITING IS INFLUENCED
BY WHAT YOU KNOW
ABOUT AN AUDIENCE'S
EXPECTATIONS







WE DON'T JUST USE WORDS TO COMMUNICATE. WE ALSO USE IMAGES. THIS IS VISUAL LITERACY

- IMAGES MEAN AS WELL AS SHOW. HOW AN IMAGE IS CROPPED AND/OR FRAMED CHANGES THE MEANING.
- 

SAME IMAGE. DIFFERENT ANGLE.

WHAT IS THE DIFFERENCE



BETWEEN THE TWO PICTURES







The Rhetorical Appeals

ETHOS CHARACTER



Different readers require different kinds of *ethos*. Strong writers use voice and tone, as well as credentialed pieces of evidence to make themselves:

- Trustworthy
- Educated
- Reliable
- Credible
- Honest
- Fair



ARISTOTLE SAYS:

Character may almost be called the most effective means of persuasion.

PATHOS EMOTION



Audiences don't respond well to overly emotional appeals. Strong writers invite readers to care about their subject matter by using diction, evidence, or claims that inspire emotions such as:

- Love
- Pity
- Justice
- Patriotism
- Hope
- Jealousy
- Anger
- Fear



ARISTOTLE SAYS:

Every action must be due to one or other of seven causes: chance, nature, compulsion, habit, reasoning, anger, or appetite.

LOGOS REASON



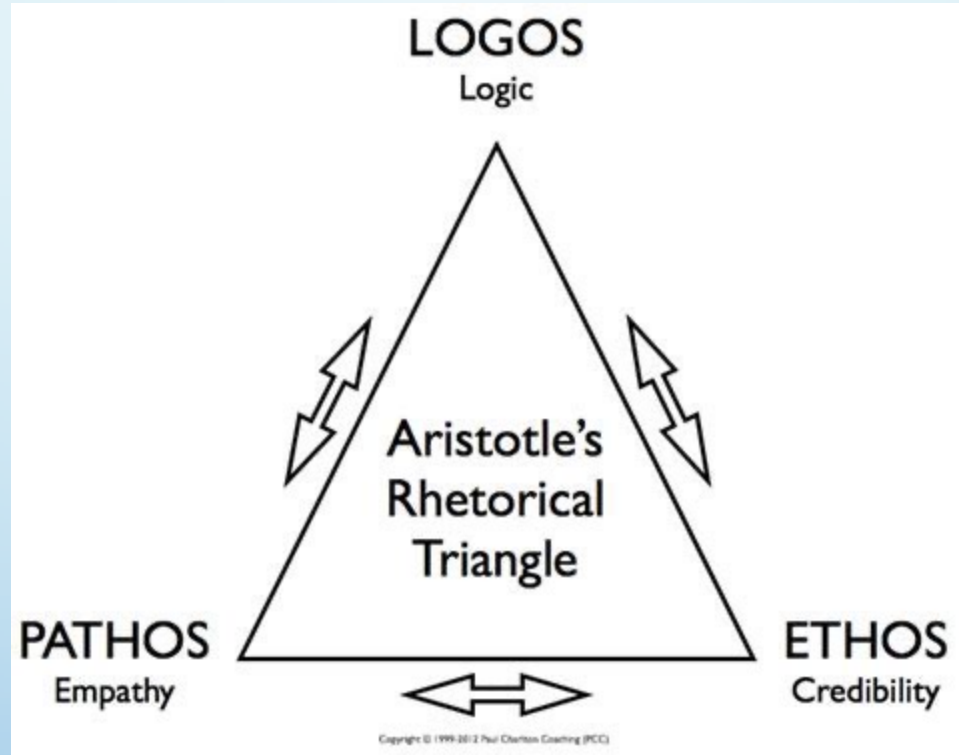
Strong writers build their argument on a foundation of logic using techniques such as:

- Case studies
- Cause-and-effect
- Authority
- Analogies
- Statistics
- Anecdote



ARISTOTLE SAYS:

The use of reason is more distinctive of a human being than the use of his limbs.





GENRE IS THE FORMAT USED

GENRE INCLUDES ALL FORMATS, FROM T-SHIRTS TO FICTION TO MOVIES AND MUSIC

DIFFERENT GENRES CALL FOR DIFFERENT RHETORICAL CHOICES. EVERYTHING WE SEE FROM WORD CHOICE TO DESIGN TELLS US WHAT TO EXPECT.

- AUDIENCES FOR NEWSMAGAZINES EXPECT TRUSTWORTHY STORIES NOT INFLUENCED BY ADVERTISERS.
- BUT IN SCIENCE FICTION MAGAZINES, TELLING THE ADS FROM THE ARTICLES PROBABLY DOESN'T MATTER MUCH TO THE READERS.
- ACADEMIC DISCIPLINES HAVE DIFFERENT GENRES, TOO. IN LITERATURE, WE HAVE POETRY, DRAMA, NON FICTION...AND THESE ARE DIVIDED INTO MORE GENRES. THE NOVEL IS A WELL-ESTABLISHED GENRE OF FICTION NOW, BUT IN THE 18TH CENTURY IT WAS A TRENDY NEW LITERARY FORM (THAT'S WHERE THE WORD "NOVEL" COMES FROM)



WHICH GENRE OF MOVIES DO YOU KNOW?



WHAT IS THE DIFFERENCE BETWEEN THEM?



WHAT TEXTS (LANGUAGE) EXISTS IN THOSE MOVIE GENRES?



WHAT ARE THE CONVENTIONS YOU EXPECT FROM THOSE MOVIES?

FOR EXAMPLE, A RECIPE



WHAT OTHER GENRES ARE YOU FAMILIAR WITH?



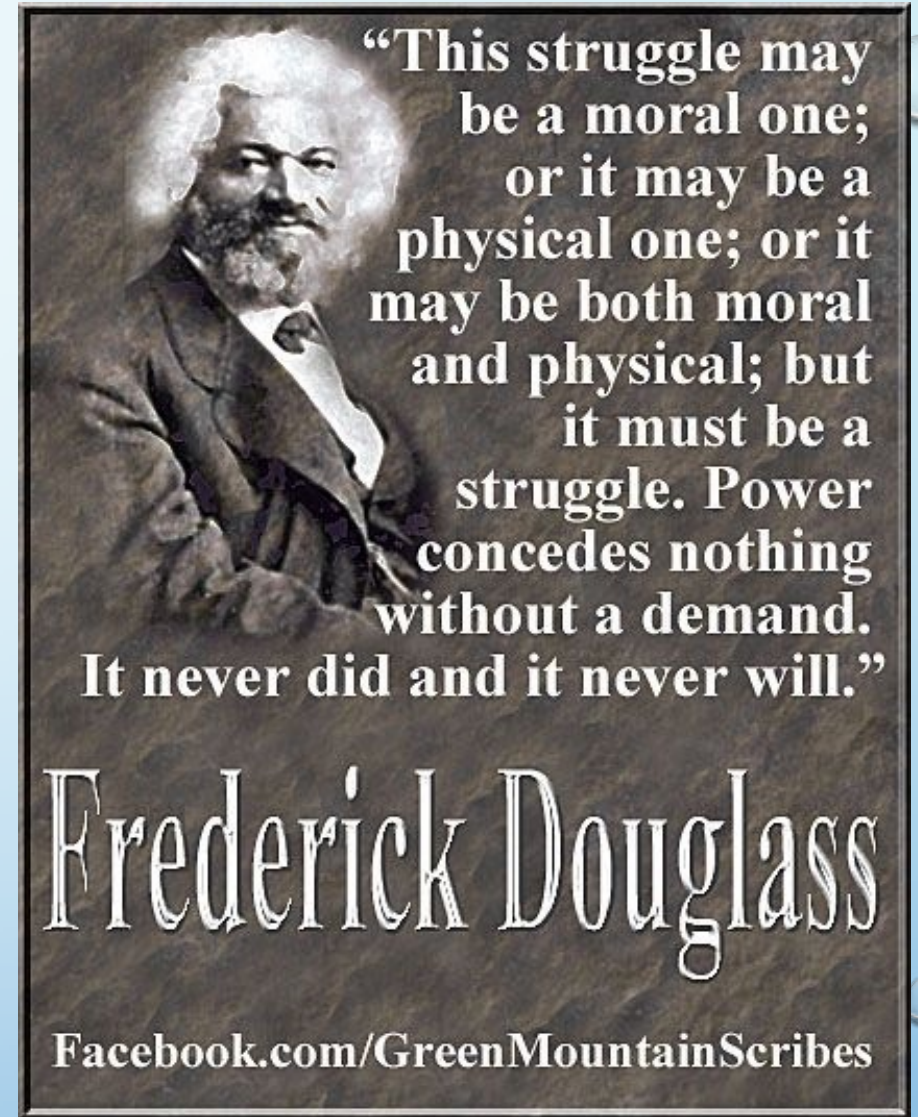
TWO DIGITAL PAPERS TAKE A DIFFERENT STAND ON THE SAME TOPIC.

- NFL PLAYERS EMPHASIZE REASONS FOR ANTHEM DEMONSTRATIONS
- BY THE ASSOCIATED PRESS
- AUG. 10, 2018
- PHILADELPHIA — WHILE THE NFL CONTINUES DISCUSSIONS WITH THE PLAYERS' UNION REGARDING A NATIONAL ANTHEM POLICY, PLAYERS WHO DEMONSTRATE ARE EMPHASIZING THEY ARE PROTESTING SOCIAL INJUSTICE, RACIAL INEQUALITY AND SYSTEMATIC OPPRESSION.
- THEY ARE NOT AGAINST THE COUNTRY, MILITARY, FLAG OR "THE STAR-SPANGLED BANNER" ITSELF.
- KNEELING NFL PLAYERS SHOULD STAND UP AND WORK WITH PRESIDENT TRUMP TO ACHIEVE THEIR GOALS
- FOX NEWS, AUGUST 13, 2018
- AS A BLACK WOMAN, I AM WELL AWARE THAT INEQUALITIES EXIST IN AMERICA. I AM WELL AWARE THAT THE RATE OF POVERTY, IMPRISONMENT AND UNEMPLOYMENT OF BLACK AMERICANS IS HIGHER THAN FOR WHITE AMERICANS. I DON'T NEED NFL PLAYERS WHO DISRESPECTFULLY KNEEL WHEN OUR NATIONAL ANTHEM IS PLAYED TO INFORM ME OF ALL THIS.

<https://www.snopes.com/fact-check/veteran-kaepernick-take-a-knee-anthem/>

<https://www.youtube.com/watch?v=RJzdSch3hAE>

THE LANGUAGE YOU CHOOSE
(YOUR DISCOURSE) WILL DEPEND
ON YOUR REASON FOR USING
LANGUAGE (RHETORIC)
AND BOTH DISCOURSE AND
RHETORIC WILL USE THE BEST
FORMAT (GENRE) FOR THE
AUDIENCE YOU ARE
REACHING



<https://www.youtube.com/watch?v=8CrOL-ydFMI>