CULTURAL/LINGUISTIC DIVERSITY SEQUENCE

THE RHETORICAL SITUATION
You are a freelance journalist writing an article for a popular magazine or website in which you will present a well-researched report on a misunderstood, ignored, or contentious issue concerning cultural or linguistic diversity in order to call readers’ attention to the importance of the issue, clear up any misunderstandings, address unwarranted concerns or objections, and ultimately recommend how an audience of concerned citizens might act to address the issue in question.

LOW-STAKES ASSIGNMENT ONE:
RHETORICAL ANALYSIS & EVALUATION OF TWO CULTURAL/LINGUISTIC DIVERSITY ARTICLES

THE RHETORICAL SITUATION
You’d like to decide on a topic for your article and begin your research, but you’ll need to get a better idea of what you’re going to write: what it should look like, how and for whom you should write it, etc. Therefore you’ve decided to try a little writing experiment in which you’ll conduct a comparative rhetorical analysis and evaluation of two articles with similar topics: one from a scholarly journal and one from a popular magazine or website. You’ll first analyze how each article works, then evaluate how well.

THE GUIDELINES:
Genre: Writing experiment / personal exercise / journal / meditation
Context: word document, double-spaced, listing full citations for both sources
Length: 500 word min.
Audience: Yourselves
Purpose: identify strategies to employ in writing your own report
Angle:
  - Summarize (no more than 3-4 sentences per article)
  - Analyze (how each article works)
    - Topic
    - Purpose & Exigence (informational vs persuasive)
    - Audience
      - age, sex, etc.
      - reading level
    - Exigence/Purpose
    - Context
      - Article
        - format
        - citation
        - length
        - words/page
        - images
        - tag quotes
      - Publication
        - theme
        - contents
        - ads
    - Angle
      - style
      - tone
LOW-STAKES ASSIGNMENT ONE RUBRIC

Student Name:

<table>
<thead>
<tr>
<th>Points Possible</th>
<th>Description</th>
<th>Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Outstanding</td>
<td>Rhetorical analysis seamlessly addresses all assignment guidelines in an exceptionally orderly, fully developed, concise, professional and persuasive manner, possessing no distracting errors in speech or writing, and clearly within the constraints of length and format.</td>
</tr>
<tr>
<td>90</td>
<td>Effective</td>
<td>Less than Outstanding / More than Competent</td>
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<tr>
<td>85</td>
<td>Competent</td>
<td>Rhetorical analysis attends to all assignment guidelines in an acceptably orderly, developed, concise, professional and persuasive manner, with few distracting errors in speech or writing, and demonstrably considerate of length and format constraints.</td>
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<tr>
<td>75</td>
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<tr>
<td>65</td>
<td>Inadequate</td>
<td>Rhetorical analysis misinterprets or misrepresents several assignment guidelines and suffers from disorganization, under-development or lack of concision, professionalism or persuasiveness, possessing many distracting errors in speech and writing and no clear appreciation for constraints of length and format.</td>
</tr>
<tr>
<td>Revision</td>
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Comments:

LOW-STAKES WRITING ASSIGNMENT TWO: PITCH MEMO TO PROSPECTIVE EDITOR

THE RHETORICAL SITUATION
By now you should have a clearer idea of the rhetorical situation from which you plan to write your own article on a topic related to cultural or linguistic diversity for the popular magazine or website of your choice. Now it’s time to pitch your idea to the appropriate editor of that magazine.
**THE GUIDELINES:**

**Genre:** Proposal

**Format:**
- Letterhead with name, title & contact info
- Memo
  - header
  - single-spaced w/ spaces between paragraphs
  - no indentation
  - see separate attachment for document template

**Length:** No longer than one page

**Audience:** Editor

**Purpose:** Pitch your idea for your article

**Angle:**
- State the purpose of your proposal
- Explain why your article is a good fit for the publication in question in terms of the following qualities of your proposed article:
  - Exigence
  - Topic
  - Purpose
  - Angle
    - structure
    - style
    - support
  - Context
    - consider past and present articles published in/on magazine/website
  - Audience
- Benefits Analysis:
  - What the editor has to gain by publishing your article

**Conclusion:**
- Thanks
- Request further correspondence
- Leave a lasting impressions

**Tips:** Do some research on the publication by looking at several issues & the website, where you should be able to find information on demographics, etc.

**LOW-STAKES ASSIGNMENT TWO RUBRIC**

**Name:**

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**MAJOR WRITING ASSIGNMENT:**

**REPORT**

**THE RHETORICAL SITUATION:**
You’ve just received a response regarding your pitch The editor-in-chief loves your idea and would like you to develop it into a well-researched feature-length report for immediate publication.

**THE GUIDELINES:**
- **Genre:** Report
- **Topic:** Important mental health issue of your choice
- **Exigence:**
  - Misunderstanding
  - Lack of information
  - Injustice
- **Purpose:**
  - Debunk myths
  - Raise awareness
  - Recommend solutions
- **Context:** Magazine or website of your choice
- **Audience:** Audience of magazine or website of your choice
- **Angle:**
  - Length: 1,200-1,500 words
  - Structure:
    - **Intro:**
      - Justify importance of topic with intriguing fact or anecdote.
      - Ask one or more interesting framing questions that define the parameters of your inquiry (like a hypothesis in a science project).
      - Outline methods through which you will attempt to answer these questions.
    - **Body:**
      - Connect the findings of your research through one of the following:
        - Deductive argument
        - Inductive argument
        - Narrative:
          - first person
          - second person
          - third person
          - contingent upon context
        - Interpret your findings as you go, explaining how they are relevant to your framing questions and your audience
    - **Conclusion:**
      - Reflect on the significance of your findings in terms of your framing questions
    - **Support:**
      - Recommend actions your audience
      - Always valid:
- Scholarly journals
- Interviews with experts
- Symposium notes
- Always invalid:
  - Unattributed or inadequately attributed factual information
- Contingent upon context:
  - Newspapers
  - Magazines
  - Informal surveys
  - Interviews with non-experts
  - Personal anecdotes & observations
  - Editorials, blogs, & other subjective sources
- Design: Mimic magazine or web article from your intended context
  - Necessary considerations:
    - Citation
      - Endnotes
      - APA Style
    - Titling
    - Font
    - Spacing
    - Margins
    - Pagination
    - Date
    - Author Name
    - Images
      - At least one
      - Must be properly attributed
  - Contingent upon context:
    - Hook
    - Headers
    - Footers
    - Headings
    - Subheadings
    - Columns
    - Pull quotes
    - Links
    - Author bio
- Style:
  - Paragraph length
  - Tone
  - Word choice
  - Perspective & pronoun usage
- Accompanying Documents
  - Cover memo
    - Very brief (300 word max)
    - Addressed to appropriate editor
    - Detail why article is appropriate to context
  - Copy of magazine or web article from your intended context

**MAJOR WRITING ASSIGNMENT RUBRIC**

**Student Name: Date:**

**Analyze a Rhetorical Situation (30 Points):** Student chooses an appropriate topic for his/her report and articulates a clear purpose in the way of one or more framing questions.
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Comments:

**Compose Documents (30 Points):** Student establishes and develops a logical line of inquiry that adequately supports its own inferences and deductions, as well as the recommendations proposed in conclusion.

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Comments:

**Present Documents (30 Points):** Student integrates relevant source material in a manner addressing the report’s framing questions and line of inquiry. Student employs a style and document design befitting of the report’s context and audience.

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Comments:

**Grammar (10 Points):** Student avoids distracting errors of grammar, including those of sentence structure, word choice, spelling and punctuation.

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Comments:

**Total (100 Points):**

**General Comments:**