

Rhetorical Analysis of a Famous Speech Paper

Due Date: See Syllabus

OBJECTIVE

This paper is a rhetorical analysis of a famous speech. It is meant to be more of a reflection of the communication elements you observe in watching a famous speech, not a research paper. An important aspect of this assignment involves explaining the communication using constructs from our textbook and/or lecture. See the requirements below for specific details on writing this paper and remember the resource you have in THE WRITE PLACE- G-103, to help you with your writing assignments.

Top 100 Speeches Website:

<http://www.americanrhetoric.com/top100speechesall.html>

SPECIFICS**Requirements Include:**

1. A requirement for assignment is to write at a college level and in an academic-style. (Therefore avoid the overall use of personal pronouns, except for in the first or final paragraph, avoid contractions, etc.). As this is a short paper, please be sure to proof your writing well and follow the organizational pattern listed below. This will help ensure that your thoughts are organized in a coherent way.
2. Above is a list of top 100 famous speeches that you may use to choose a speech to analyze. It also includes the transcripts for the speeches. It may be helpful to view the transcript, or listen to additional audio, but this is not a requirement. I will accept the analysis of a historical speech that is only in audio format (no visual/video available) can be used to choose a speech to analyze, but contact me about additional information you can include (in advance), as you will obviously not be able to complete the fourth paragraph on non-verbals and I will therefore have you go into greater depth on linguistic devices. If you have a speech that you are interested in analyzing, but you are worried it might not be considered "famous", you may email me requesting approval. Please provide the url link to the video on the Internet and I will probably allow you to analyze it.
3. Due to copyrights, it at times is difficult to find entire portions of famous speeches, therefore you are only required to view a minimum of 12 minutes of the speech to help satisfy the third requirement of analyzing nonverbal delivery. The 12 minutes do not need to be continuous, but all urls (links to the place(s) on the Internet where you viewed the speech) must be included at the bottom of the paper. Historical speeches that occurred prior to the times of video would not be eligible for review.
4. Analyze both the content and the delivery (verbal and nonverbal) of the speech using terms from our textbook and the speech communications discipline. Approximately 8-10 key terms from our textbook should be applied to the analysis.
5. The paper should be 4 to 5 paragraphs in typed, 1.5 spaced, 12 Point Arial or Times font. Please note that for the purposes of this paper, a paragraph will be considered between 5 to 7 sentences. The heading at the top of the paper should consist of your name and class time

at the top of the page. The cover sheet that is stapled on top should be the grading rubric with your name inserted in the blank provided.

6. The following is the format to be used to help assure you are meeting the objectives:

First Paragraph: Introduction

1. Begin with an introductory line to gain the reader's attention. Perhaps mentioning something of interest regarding the speaker, the context, the audience, or the theme of the speech.
2. Provide a thesis statement introducing the primary purpose of your paper, which should note the speech you chose.
3. Next, explain why you chose this speech to analyze. Perhaps incorporate thoughts such as the significance of the speech, or the interest you had in the speaker or subject matter.
4. Preview the points that will be covered in your paper.

Second Paragraph: Provide your overall impression of the speech and discuss the **CONTENT** of the speech. **What** was said? This paragraph might also include the **CONTEXT** element of the speech (i.e. time frame, audience, venue, purpose, subject matter, etc.). You should present your view of what worked well in the speech, as well as aspects of the speech that you did not like, remembering to state what about it you liked and what you did not like. It is appropriate to quote a favorite or interesting line, but please keep quotations to a minimum (only two per paper).

Third Paragraph: In this paragraph analyze the **VERBAL DELIVERY**. It is important to weave in terms from our textbook in your assessment. This is the place to discuss: **How** was it said. What elements of language were used? Language constructs can be found in chapter 14 (i.e. alliteration, antithesis, metaphor, simile, suspension, etc.) and persuasive strategies in chapter 19 (i.e. dynamism, red herring, inductive and deductive reasoning, etc.).

Fourth Paragraph: In this paragraph analyze the **NON-VERBAL DELIVERY**. It is important to weave in terms from our textbook in your assessment. This is the place to discuss: **What nonverbal communication** was used. Elements of non-verbal include: paralanguage (vocalics such as rate, volume, pitch), gestures, movements, eye contact, posture, etc.

Fifth Paragraph: The final thoughts can either be included at the end of the fourth paragraph, or in a separate, final paragraph. As with in a closing of a speech, you will want to provide:

1. Signal your closing with signposts such as "In Summary", "Finally", "In Review", "In Conclusion", etc.
2. Review your main points
3. End with a strong closing thought

Finally: Remember to include the url link or links to where the video was located on the Internet at the bottom of your paper. Good places to search for famous video links are listed below:

History Channel Videos: <http://www.history.com/videos>

Google Videos: <http://video.google.com/>

YouTube: <http://www.youtube.com/>

If you have a famous speech in mind, but are having difficulty obtaining a video of it, please ask me, I might have it, or know where to find it. Also, let me know if you have any questions regarding this assignment, as it is worth 100 points.

SPCH 1315 Rhetorical Analysis of a Famous Speech Paper Rough Draft Grading Rubric

Please staple on top of paper and use this document to check your own work by providing a checkmark next to any criteria that was not properly met.

Name: _____

Grade: _____/100

- _____ The requirement of analyzing a "famous" speech on the Top 100 List, or approved by Prof. Lynch was not met.
- _____ Failed to type the url (or hyperlink to where the video was accessed online) at the bottom of the paper.
- _____ It is important to proofread all papers, and use appropriate grammar, this paper contains some errors.
- _____ The paper needed to be stapled and formatted in 12pt font and 1.5 spaced with a minimum of 5 paragraphs.
- _____ A requirement of the paper is to incorporate direct quotes from the speech in to the paper (yet not more than 5). Be sure to use these quotes in a purposeful manner, as support for the analysis points you are making.
- _____ It is important to fully "flesh-out" how the communication observed is an example of certain terms or theories from our textbook, by possibly presenting definitions from the textbook and/or examples from the speech. The author's points needed to be fully supported.
- _____ In academic writing it is best to avoid personal pronoun use (i.e. "I", he, she). However, within the introductory paragraph it is acceptable to note why you chose the particular speech for analysis and in the concluding paragraph you may sum up your overall opinion of the speech. Simply avoid the overuse of the first person in the body of your paper and also avoid the use of contractions.
- _____ Elevate your writing by using a professional tone and avoid overly conversational sounding rhetoric for this paper.
- _____ The proper paragraph structure was not adhered to in the analysis. See below:

_____ **First Paragraph:** INTRODUCTION

1. Begin with an introductory line to gain the reader's attention. Examples of this include referring to something of interest regarding the speaker, the context, the audience, or the theme of the speech.
2. Provide a thesis statement introducing the primary purpose of your paper, which should note the speech you chose.
3. Next, explain why you chose this speech to analyze. Perhaps incorporate thoughts such as the significance of the speech, or the interest you had in the speaker or subject matter.
4. Concisely preview the points that will be covered in your paper.

_____ **Second Paragraph:** Discuss the **CONTENT** of the speech. **What** was said? Also include the **CONTEXT** element of the speech (i.e. time frame, audience, venue, purpose, subject matter, etc.).

_____ **Third Paragraph:** In this paragraph analyze the **VERBAL DELIVERY**. It is important to weave in terms from our textbook in your assessment. This is the place to discuss: **How** was it said. What elements of language were used? Was strategies were used to make the speech persuasive, informative, and/or entertaining?

_____ **Fourth Paragraph:** In this paragraph analyze the **NON-VERBAL DELIVERY**. It is important to weave in terms from our textbook in your assessment. This is the portion of the paper where one would analyze: **What nonverbal communication** was used and whether it was effective or not. Elements of non-verbal include: paralanguage (vocalics such as rate, volume, pitch), gestures, movements, eye contact, posture, etc.

_____ **Fifth Paragraph:** **CONCLUSION:** 1. Signal your closing with signposts such as "In Summary", "Finally", "In Review", "In Conclusion", etc., 2. Review your main points and 3. End with a strong closing thought. This is also a good place to provide your overall impression of the speech.