

Module 1-1: Overview of First Year Composition (FYC) Materials

Basic rhetorical approaches to writing

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Objectives/Student Outcomes

➤ Module 1-1 Objectives:

- This slide provides students with the basics of rhetorical approaches to writing; therefore, this will be a reminder of the materials they learned from first year composition (i.e. English 101). If someone did not take rhetorically focused writing courses, this provides background knowledge on rhetorical awareness.

➤ Student outcomes: After completion of this module component, students are able to

- a) Define rhetoric, the rhetorical situation, and the rhetorical triangle.
- b) Describe 3 types of rhetorical appeals.
- c) Describe the genre expectations (audience, purpose, context, organization, and style) for typical FYC research papers.
- d) Define and describe 3 components that make paragraphs effective and persuasive for readers.

What is Rhetoric?



➤ Rhetoric and Academic Writing

- Rhetoric is the faculty (dunamis) of observing in any given situation the available means of **persuasion**. -- Aristotle, *Rhetoric*
- This approach is different from creative writing.



➤ Rhetorical Situations

- Whenever we write, whether it's an email to a friend or a toast for a wedding, an English essay or a résumé, we face some kind of rhetorical situation. We have a purpose, a certain audience, a particular stance, a genre, and a medium to consider--and often as not a design. All are important elements that we need to think about carefully.



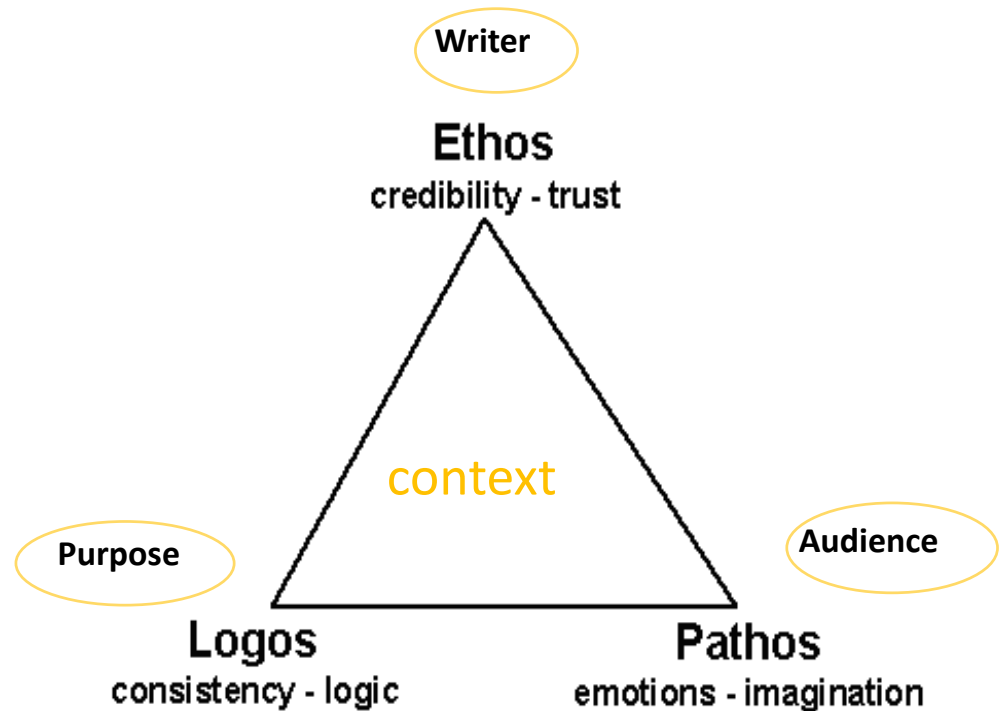
What is Rhetoric?

➤ The Rhetorical Triangle:

- Purpose/Message
 - Author/speaker
 - Audience
- ... under the Context

➤ 3 rhetorical appeals

- Ethos: ethical appeal
- Logos: logical appeal
- Pathos: emotional appeal



3 types of rhetorical appeal examples

➤ Ethos: ethical appeal

- “My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor.”

➤ Logos: logical appeal

- “More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss.”

➤ Pathos: emotional appeal

- “There’s no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night.”

WPA (Writing Program Administrators) Outcomes 3.0

➤ What is it?

- The council of writing program administrators identified the outcomes for first-year composition programs in U.S. postsecondary education. It describes **the writing knowledge, practices, and attitudes** that undergraduate students develop in first-year composition, which at most schools is a required general education course or sequence of courses. For the detailed information, please visit <http://wpacouncil.org/positions/outcomes.html>

➤ WPA (Writing Program Administrators) Outcomes

- Rhetorical Knowledge
 - Ability to analyze contexts and audiences.
- Critical Thinking, Reading, and Composing
 - Ability to analyze, synthesize, interpret, and evaluate ideas, information, and text.
- Knowledge of Conventions
 - Ability to apply the formal rules and informal guidelines that define genres.
- The Writing Processes
 - Ability to use multiple strategies for composing texts from development to finish.

Genre Expectations of Typical FYC Research Papers

➤ What is it?

- Inquiry-based research essay that is designed to develop students' academic writing skills and use of rhetorical strategies through developing a position on debatable issues.

➤ Who is the audience?

- The typical audience of FYC research paper ranges from FYC student peers to public citizens.

➤ What is thesis statement?

- A thesis statement usually appears at the beginning of the introductory paragraph of a paper, and it offers a concise summary of the argument or primary claim of the research paper.

➤ What is typical research paper format?

- Organization:
 - Intro: So What? In → Body → Conclusion: So What? Out
- Referencing style:
 - MLA or APA formats

Writing Body Paragraphs in Research Paper

➤ 3 components to make your paragraph effective:

- Claim (opinion, statement, etc)
 - Sometimes called a topic sentence.
 - Based on a fact, event, or active argument.
- Evidence (data, someone's talk on a newspaper, etc)
 - Will help to “prove” each claim to the reader.
 - Evidence with detailed examples and explanations will be more persuasive to the reader.
- Analysis (comparison of two sources, etc)
 - “wrapping up” the information presented in the paragraph.
 - It's important to end with the writer's own analysis of the information rather than with the evidence.
- (Summary)
 - Will help to reinforce the main point before moving to the next paragraph.

Writing Body Paragraphs in Research Paper: Sample

Claim

[point arguable: some people may believe environmentalists largely use antidemocratic strategies.]

Evidence + Analysis

[blend of supporting evidence/analysis]

Summary

[more than just summary, the point is arguable and could easily lead to another point.]

The means by which environmentalists seek to achieve their political goals demonstrate a willingness to operate within traditional political channels.] Like many other special interest groups, advocates for the environmentalist movement use lobbying tactics such as contributing financially to the campaigns of environmentally friendly candidates. Lobbying provides a source of political influence and power. As one analyst of environmental politics notes, in “making some commitment to work within the political system. . . [environmental lobby groups] succumb to. . . pressure to play ‘by the rules of the game’ in the compromise world of Washington, D.C.” (Vig and Kraft 70). Some might argue that environmentalists have taken a distinctly antiAmerican approach to policy change, claiming that lobbying is inherently undemocratic in its bias towards certain segments of the population; however, lobbying remains a constitutionally legitimate form of political activism.

Summary of Module 1-1: Overview of First Year Composition (FYC) Materials

- Rhetoric = The art of persuasion.
- Writers need to consider audience, purpose, writer, and the context when writing.
- There are 3 rhetorical appeals; Ethos: ethical appeal, Logos: logical appeal, and Pathos: emotional appeal.
- WPA Outcomes 3.0 focuses on Rhetorical Knowledge; Critical Thinking, Reading, and Composing; Writing processes; and Knowledge of Conventions.
- Typical academic research paper format includes Intro, Body, and Conclusion.
- 3 components that make paragraphs effective and persuasive are claim, evidence, and analysis.

Module 1-1 Review Questions

- Define rhetoric.
- What are the components in the rhetorical triangle?
- What is the typical format of FYC research papers?
- Describe 3 components that make paragraphs effective and persuasive for readers.
- Assume you are invited to this party. What outfit do you want to wear? Why?

