

# Analyzing Rhetoric in Current Controversies

Emily Rountree

# What will my students learn?

— — —

## Reading Standards:

Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.

Analyze in detail how an author's ideas or claims are developed and refined

Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings

Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is valid and the evidence is relevant

## Speaking/Listening Standards:

Respond thoughtfully to diverse perspectives, summarize points of agreement and disagreement, and, when warranted, qualify or justify their own views and understanding and make new connections in light of the evidence and reasoning presented.

Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, identifying any fallacious reasoning or exaggerated or distorted evidence.

Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience

# Rhetorical Analysis

---

Establish background:

Et hoc

Credible vs.

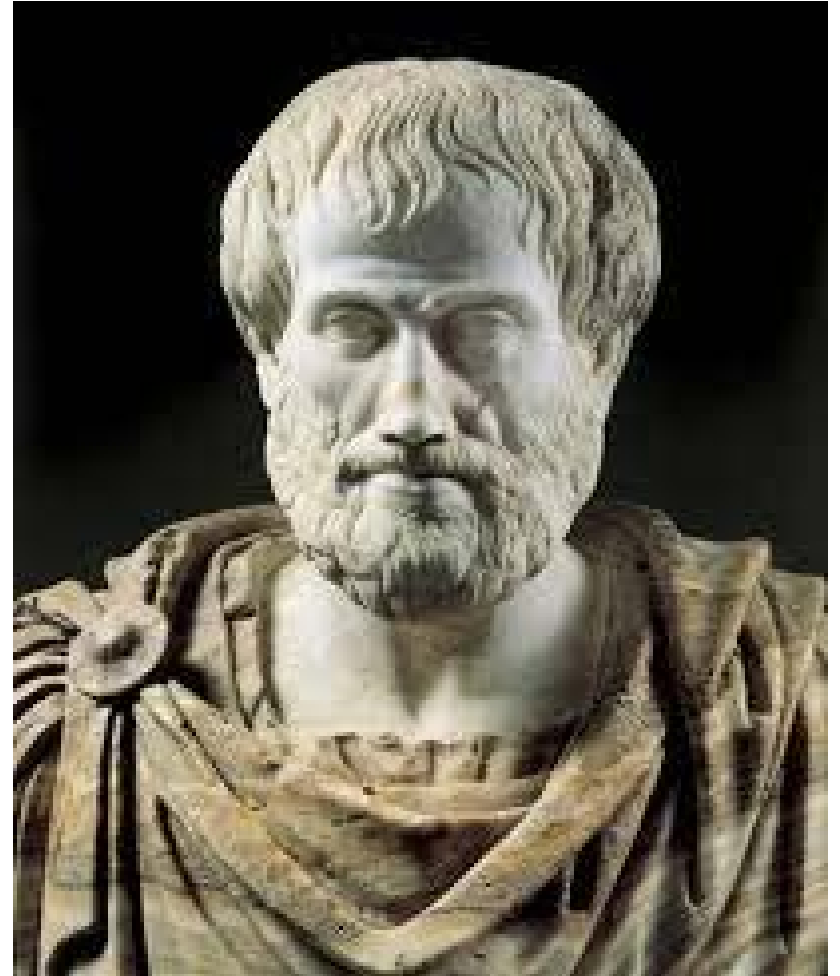
Knowledgeable

Logos

Evidence/ Statistics

Logical reasoning

Pathos



What rhetorical devices are used?

---



# Activities for Rhetoric

---

Bring advertisements that use logos/pat hos/ et hos

Make your own ad using logos/pat hos/ et hos

DAVID BECKHAM  
 HIS CHARISMA IS KNOWN THE WORLD OVER. WITH AN UNMATCHED LEVEL OF RESILIENCE, HE HAS SURPASSED THE EXPECTATIONS OF MANY. IT HAS NOW BECOME HIS MISSION TO WIN WORLD CUPS. HE IS SIMPLY SENSATIONAL. ON AND OFF THE FIELD.  
 ROLEX. LIVE FOR GREATNESS.

ROLEX  
 SMITHSONIAN INSTITUTION

GREENPEACE  
 THE FUTURE IS IN YOUR HANDS.

Climate change is a reality. Today, our world is hotter than it has been in two thousand years. By the end of the century, if current trends continue, the global temperature will likely climb higher than at any time in the past two million years.

Learn more at [greenpeace.com](http://greenpeace.com).

SMASHING MAGAZINE 37

less guilty.  
 more pleasure.

100 calories

fried chips	kettle style chips	popchips
fat ..... 6.4g	fat ..... 6g	fat ..... 3g
carbs ..... 30g	carbs ..... 10.4g	carbs ..... 1g
protein ... 1.3g	protein ... 0.4g	protein ... 1g
fiber ..... 1.3g	fiber ..... 1.3g	fiber ..... 1g

popchips  
 crunch the numbers. popchips are never fried (unhealthy) and never baked (delicious). we take a little heat, add some pressure and pop! you've got a delicious snack with just 100 calories. 3g of fat and 17+ chips per single serve bag. so share some popped love. and don't let your friends eat fried.

popchips.com

# Witch's Trial

---

Used to evaluate  
the arguments  
proposed by Sir  
Bedevere.

Teach about  
syllogisms



# Syllogisms from “Witch’s Trial”

— — —

1. All witches are things that are made of wood
2. All things that can burn are made of wood
3. Therefore, all witches are made of wood

**Valid, but not true**

4. All things made of wood can float
5. All things that weigh as much as a duck are things that can float
6. So all things that weigh as much as a duck are things made of wood

***Invalid argument***

4. + 5. Therefore all witches are things that weigh as much as a duck
7. This woman weighs as much as a duck
6. + 7. Therefore, this woman is a witch

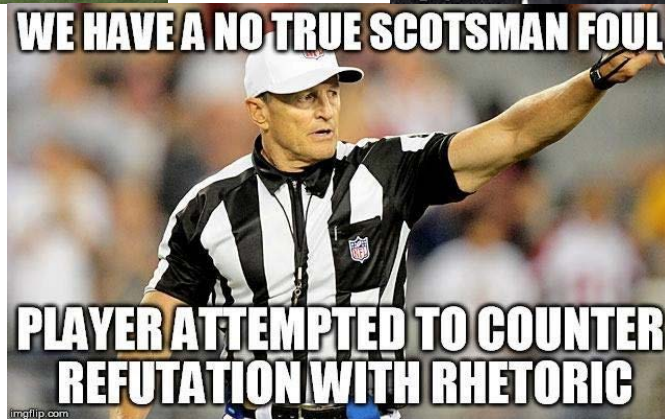
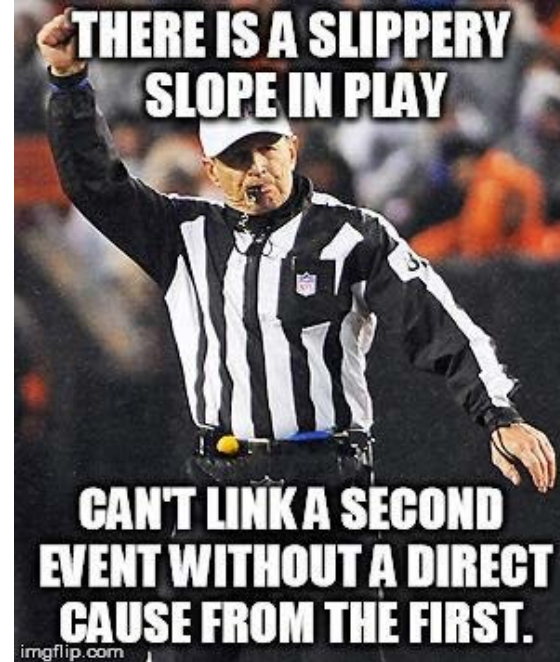
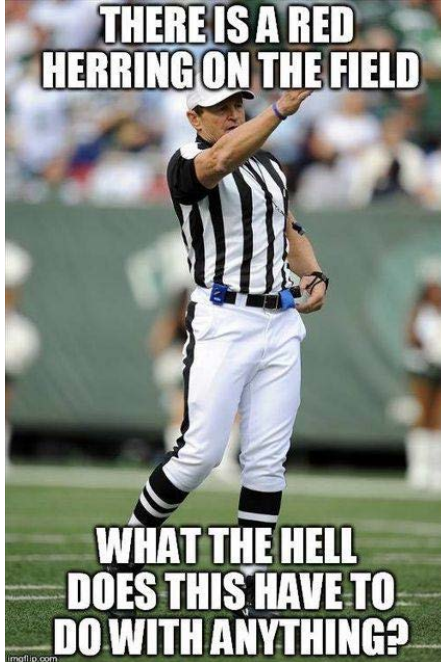
***Invalid Argument***

# Activities for Logical Fallacies

---

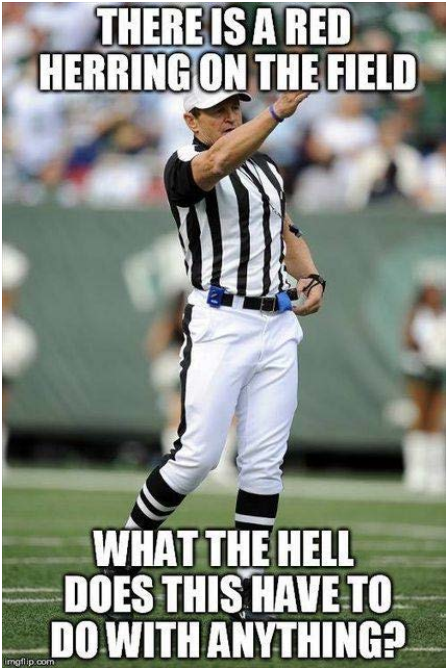
Skits to illustrate the fallacy

Find video examples to present to the class





# Lexus Commercial



# SMELL Analysis

---

S- Sender - Receiver Relationship

M- Message

E- Emotional Strategies

L- Logical Strategies

L- Language



# Advantages of using SMELL analysis

Encompasses each part of  
rhetoric

Helps students  
objectively analyze the  
validity of the  
argument

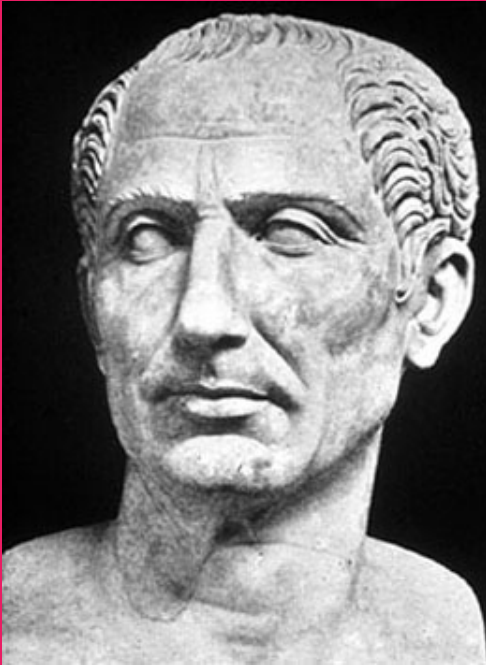
Helps critical thinking  
skills

Students NEVER forget the  
acronym

---

# Julius Caesar

*"Ye gods, it doth amaze me,  
A man of such a feeble temper should  
So get the start of the majestic world,  
And bear the palm alone"*



Students closely read and  
annotate speeches from  
*Julius Caesar*

Analyze the  
message/validity of the  
speech using SMELL  
analysis

Connect those messages  
and arguments to  
current topics

---

# Current Controversy Friday



Students choose an  
opinion article

Closely read and annotate

Delineate and evaluate  
argument using SMELL  
analysis

Present article and talk  
about  
validity/invalidity of  
the argument

---

# Potential Problems and Solutions

---

## PROBLEMS:

Students want to argue  
about the topic

Students find news article  
instead

Students do not understand  
the argument

## SOLUTIONS:

Remind them that we are only  
evaluating the argument of  
the writer

Talk about what makes an  
opinion article and show  
students where to find them

Do close reads on several  
articles to reinforce the  
practice