

## RHETORICAL ANALYSIS OF A WEBSITE

### **Purpose:**

To demonstrate your ability to engage rhetorical terms in order to analyze visual rhetoric.

**Requirements:** You must write about at least three rhetorical devices and how they serve an overall argument presented visually on a website for a non-profit organization. The end result should be 3-5 pages, double-spaced, Times New Roman Font, with one inch margins. (See MLA example in textbook for a visual.)

### **Procedure:**

Step 1: Choose an organization that somehow engages in human rights and social justice. [This website](#) will get you started. Though it doesn't have to be a local organization, I suggest you try to find the Atlanta equivalent of any organization listed there, so that you may use this research for your next paper (which will be an organization profile).

Step Two: Complete the Prewriting Assignment (due Wednesday, September 6 on iCollege), which will help you locate a claim and evidence/support through the text and visual elements of the website you are analyzing, and start to observe the rhetorical strategies in your website.

Step Three: In class, pay attention to how we analyze visual rhetoric and complete the PA assignments that go with locating rhetorical strategies in your website (weeks 2, 3, 4).

Step Four: Write a thesis that states what you observed overall about your website. For instance: "The repeated images of vegetables, scaled down nutrition facts, and photos of healthy-looking young people help the McDonald's website to establish a reputation for a newfound concern for health."

Step Five: Organize your information into an outline that will help you structure the paragraphs into a 3-5 page paper.

Step Six: Write the first draft of the paper, submit it to iCollege, and bring it to class for a workshop. (You can workshop with digital copies, no need to print it).

Step Seven: Revise the paper, double check the formatting using the Guide to First Year Writing, and turn it to the iCollege Dropbox.

## **PREWRITING ASSIGNMENT for WEBSITE ANALYSIS**

### ***Instructions***

This assignment is to help get you started in analyzing the website of the organization that you choose. Each answer should be 3-5 sentences (a paragraph), to ensure that you've really thought them out. Attach a word document to the submission folder before midnight on Wednesday, September 6<sup>th</sup>.

1. Describe the organization you chose for your paper. What problem are they addressing? What are their key functions of the organization?
2. Describe why you chose to find an organization with this particular purpose. In other words, what made you choose this one?
3. Describe the website best you can. What colors did the designers choose? What do your eyes fall on first after it loads? Are there any images? Say something about the font they chose, or the layout. Do they have a logo? What does it look like?
4. Does the website give any background information on the organization? Summarize it in 1-3 sentences.
5. Give your general impressions of this website. How easy is it to navigate? Where do you see room for improvement? Are there pages that seem wordy, or images you're not clear about?

## Rubric for Website Analysis

### Introduction/Setup/Thesis: 25 points

- Did the essay have a topic sentence?
- Enough background on the organization?
- Were you able to highlight the thesis?
- How specific was the thesis?

<b>25</b>	<b>....</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5&lt;</b>
Masterful/Original		Good	Average	There but flawed	Missing/Unacceptable

### Description/Details/Organization 25%

- Were you ever confused while reading this essay? If so, where?
- Were you able to picture the details that the author wrote about?
- Did the paragraphs have transitions?

<b>25</b>	<b>....</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5&lt;</b>
Masterful/Original		Good	Average	There but flawed	Missing/Unacceptable

### Evidence of Clear Analysis: 25%

- Did each body/analysis paragraph include an assessment of some kind?
- Did the author do a good enough job proving their assessments with evidence?
- Did the ending do more than just rehash the paper? I.e. did it leave you with a lasting impression, or tie up the analysis in an interesting way?

<b>25</b>	<b>....</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5&lt;</b>
Masterful/Original		Good	Average	There but flawed	Missing/Unacceptable

### Format/Grammar/Punctuation: 25%

- Does it look like the author proofread this? (For instance, were proper nouns capitalized?)
- Was there any sentence the reader had to read twice to understand?

<b>25</b>	<b>....</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5&lt;</b>
Masterful/Original		Good	Average	There but flawed	Missing/Unacceptable