**Rhetorical Essay Writing: The ‘How-To’ Approach**

**STEP ONE: Reading**

Read for:

1. Author’s purpose (Meaning)…the PURPOSE in creating the text

2. Problem the author addresses

3. Audience attitude towards the purpose, situation, problem

End of prompt: (Position)

Q: What are they ASKING for 1st?

Do you know: LANGUAGE

Author’s purpose in Language choices?

Impact of Language choices on Audience?

**STEP TWO: Before Writing**

Analyzing the Text: Must Understand

1. Author’s Purpose for creating the text (Persuade? Inform? Entertain?)

2. Problem Author is addressing in the work

3. The attitude of the audience toward that purpose

**STEP THREE: Writing: (the Voice of EXPERIENCE)**

Must have a distinct consciousness of the argument (position) taking

*IMPORTANT*: Reaching out to an AUTHENTIC Audience with idea(s):

 +Speaker’s credibility (Ethos)

 +Speaker’s Appeal to Reason (Logos)

 +Speaker’s Appeal to Values/Emotions (Pathos)

ISSUES IN AP Student Writing (Rhetorical Essay is the toughest on AP Lang Test)

 (scores last 5 years 2013-17 (avg.): 4.22, 3.76, 4.03, 4.38, 3.99)

1. \*\*\*SPECIFICITY\*\*\*

2. \*\*\*AVOID TERMINOLOGY\*\*\* (don’t need to say “Ethos, Logos, Pathos”)

+SUGGESTION:

~Student, when responding to the prompt, mentions the way a writer uses ANECDOTES to APPEAL TO PATHOS…

 BUT!!! Not THAT the author uses them, but…

 HOW THE ANECDOTE AFFECTS THE APPEAL