

A Rhetorical Analysis of a Business Card **William Christopher Brown**

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Supporting Materials

Overview to Paper Three

A "rhetorical analysis" looks at how the parts of a text work together to convey an overall message to a particular audience. In other words, you analyze the parts of a document separately so that you can understand better how the whole document achieves its effect on an audience.

For this assignment, you will do a rhetorical analysis of a business card to determine whether it is effectively designed in accordance with the company's website. You will search online for evaluative criteria in open access formats to determine whether the business card is well designed or not for its audience.

Bibliography and Ethos Analysis/Research Justification. Before you write the paper, you will do a Bibliography & Ethos Analysis/Research Justification. This means that you will assess whether open access sources on effective business card design are respectable or not.

Overall Length of the Final Draft: four fully developed paragraphs: an introduction two body paragraphs, and a conclusion. Each paragraph must be between 250 words and 350 words.

Ethos Analysis/Research Justification for the Rhetorical Analysis of a Business Card

For this assignment, you are going to cite (bibliographic) the four online sources on effective business card design in alphabetical order.

You will have one bibliographic citation per page.

Under each citation, you will write a three to four sentence paragraph that justifies using this source for the Rhetorical Analysis of a Business Card. Each sentence should paraphrase information from online that justifies the source is reliable; use quotations sparingly.

For each sentence that derives information a source, you will need to provide a correctly formatted parenthetical citation.

You will need a Works Cited for every source that you use to justify using the source for the Rhetorical Analysis of Business Cards.

Introduction Directions

The introduction should be between 250 and 350 words.

The introduction should include the following:

- The business card you are analyzing
- Information about the business—consult the website, as necessary
- The audience for the business card
- A quotation from one of your four articles
 - Explain whether the card is effective in reaching its audience
- A thesis that asserts whether the business card is effective or not for its audience and why

Provide parenthetical citations for all quotations and paraphrases from the article and the business's website. In a Works Cited, provide bibliographic citations for all quotations and paraphrases.

Body Paragraph Directions

Add the body paragraphs to the same master copy that also contains the introduction and Works Cited.

Paragraph length and content. Each body paragraph should be between 250 and 350 words. For each body paragraph, analyze a certain aspect of the business cards that proves your thesis' assertion on the effectiveness of the business card.

You will need topic sentences that state your overall point for each paragraph—i.e., whether the particular aspect of the business card is effectively designed or not and why you think so.

Research. You will need to include a quotation from one of the articles you found in the ethos analysis. Note that each paragraph in this rhetorical analysis needs to have a different article quoted—reason: breadth of research helps to convince readers of your credibility.

Citations. Provide parenthetical citations for all quotations and paraphrases from the article or any other source you use. In a Works Cited, provide bibliographic citations for all quotations and paraphrases.

Conclusion Directions

Add the conclusion to the same master copy that also contains the introduction and Works Cited.

Paragraph length and content. The conclusion should be between 250 and 350 words.

Don't summarize what you've already written. In short documents like this, it is not necessary to summarize what you've stated. Instead, focus on why what you've written matters. In this case, focus on the lessons on audience awareness and business cards, both generally and specifically to the card you analyzed.

Research. You will need to include a quotation from one of the articles you found in the ethos analysis. Note that each paragraph in this rhetorical analysis needs to have a different article quoted—reason: breadth of research helps to convince readers of your credibility.

Tip: introductions and conclusion should have quotations that are broader in focus than body paragraphs.

Citations. Provide parenthetical citations for all quotations and paraphrases from the article or any other source you use. In a Works Cited, provide bibliographic citations for all quotations and paraphrases.