

Reaction #4

Due in class, 10/30

Use ideas from *EL*'s section on "Political Language" to analyze a specimen of political writing.

The first thing to do is to locate some political writing from the current political campaigns. This should be a primary source in its entirety. Here are some places to look:

- candidates' web sites (select one position paper or component of the site, not the whole site)
- campaign literature
- transcriptions of candidate's speeches

DO NOT use news reports (secondary sources) about candidates; your focus should be on a primary sources. Note also that for this project, it will work best to use printed sources rather than ads from broadcast media (unless you find transcripts of those ads.) You may look at rhetoric from local, state, or national races. Make a copy of the source so you can hand it in later.

Next, annotate your source, marking and identifying the various features you observe in the piece.

Finally, write a short essay (around two pages) that addresses ways that the political writing uses language to accomplish its goals. In addition to using the essays on political language, you may want to return to the essays on advertising language since much political writing involves selling a candidate or position.

Rhetorical Challenge

For a special challenge this week, use both e.g. and i.e. appropriately. See tips on the class web site: <http://www.cord.edu/faculty/sprunger/e315/egie.html> . This is a repeat of an earlier rhetorical challenge, but there was some confusion over the process, so we'll address it again.

✓ Checklist

- annotated copy of the political writing
- written response to the ad that connects somehow to readings in *EL*
- proper use of e.g. and i.e.
- freedom from major sentence-level errors (fragment and comma-spliced sentences)
- ≥300 words (around two pages), typed, double space

For a review of the iconic grading system, see the link from the class web site:

<http://www.cord.edu/faculty/sprunger/e315/iconicgrades.html> .