**Module 5: Rhetorical Analysis**

Module 5 is intended to develop our analytical abilities by writing about a persuasive text.

The two texts for this module are both short video documentaries intended to persuade their audiences. Please watch both videos and choose **one** to analyze in a two-three page essay.

**ACTIVITIES:**

1. **PROMPT:** Compose a 2-3 page analytic essay discussing the rhetorical strategies deployed in **one** of the short films. How does the video convince its audience, is it effective, do either of these videos constitute propaganda? What is propaganda? By what criteria can one understand propaganda and do either of these texts meet that criteria? Stay focused on the rhetorical strategies, techniques, and devices employed by the video to advance its argument. Do not summarize *what* the text argues but analyze *how* it argues it.

Keep in mind that summary answers “what” but that analysis gets to the “how”, “why”, and “so what?”

This assignment allows wide analytical latitude; the thesis driven argument can be

substantiated by providing an examination of any combination of rhetorical modes, emotional appeals, figurative devices, persuasive strategies, moral reframings, fallacies, argumentative pillars, analogies, specious diction and other propagandistic techniques.

**MODULE 5: COURSE TEXTS**

*“Race Baiting 101” by Matthew Cook*

<https://www.youtube.com/watch?v=lLgIIjnpZyU>

Oscar nominated documentarian Matthew Cook’s “Race Baiting 101” is a short documentary video analyzing the social construction of race and its history in America from the early colonial period to the contemporary moment. The video draws on the scholarly work of Howard Zinn’s *The People’s History of America* and Michelle Alexander’s *The New Jim Crow* to explain the social construction of race as a labour lever intended to divide and conquer working class people following the multicultural labor rebellions of the early colonial period.

*“Don’t Be A Sucker” by the US War Department*

<https://www.youtube.com/watch?v=vGAqYNFQdZ4>

“Don’t Be A Sucker” was a short film developed by the US War Department in the mid 1940’s to warn about the dangers of racism and Nazism.