

Your First Blog Post!

Blog Post: For your blog post, you will do a PACES/rhetorical analysis of the text that your first paper will be based on: Johann Hari's "The Likely Cause of Addiction Has Been Discovered, and It Is Not What You Think." (You can find it under "Online Course Texts" from the top page of our wiki.)

Your blog post needs to be divided into five sections for each PACES category. Make sure to label each section. Answer the following questions (as best as you can...)

1. *Project:* What is the author's project? What is the author's purpose for writing this text – what change is she trying to affect? Is she trying to provoke action, change someone's mind, reveal new information....? Who is her audience?
2. *Argument:* What is the author's argument? What is the main point (assertion) the author is making in the text?
3. *Claims:* In addition to the main argument, are there other claims (or sub-claims) that the author is making to support their argument? List any/all other claims that you can identify. (Sometimes there might be many different claims in a text while for others there might be *only* the main argument. Be sure to be specific in your post which is the case.)
4. *Evidence:* What type of evidence does the author use to support her claims, and her main argument? You don't have to list every piece of evidence, but you should list each *type* of evidence used in the text.
5. *Strategies:* What rhetorical strategies does the author use in order to persuade her reader? How is the author trying to persuade her reader: through appeals to emotion/pathos? Logic/logos? Credibility/ethos?

Grading System: You will receive a score from 0-3. A 0 means you didn't do it, 1 means you did the minimum, a 2 is better, and a 3 means you answered each question and spent some time fully analyzing the piece. You could get a 4 if you just completely rock it.

