EXAMPLE OF A RHETORICAL ANALYSIS ESSAY

Every parent is primarily concerned for his children’s safety. When that safety is endangered by those meant to protect it, such as medical professionals, it creates an overwhelming sense of mistrust and insecurity. In his article on the latest vaccine scandal in China, Javier C. Hernández describes how infuriated Chinese parents felt after hundreds of thousands of their children had got injected with faulty vaccines. Hernández calls for public outrage against this practice and insists that those responsible are to find a solution to this problem.

Opening with logical appeals, the author gives factual information on what had happened, how many sub-standard doses of vaccines were produced and by whom. Further in his text, he also refers to a series of previous medical scandals in China and the president’s statement on the issue which he made while visiting Rwanda.

Ethical appeals are used by relying on the authority of government services that researched the quality of vaccines. Citing dependable newspaper sources also further this author's use of ethos.

However, the most persuasive case in this article is made by pathetical appeals achieved by giving excerpts of parental testimony on how they were personally affected by the vaccine scandal. This type of appeal is used most extensively since it provides an opportunity for readers to identify with parents who got interviewed and the ordeal they experienced. No matter whether our child got injected with faulty vaccines or not, this is one of our greatest fears. Even a remote possibility of this happening to us is both infuriating and terrifying. Rhetorical technique of using a common ground for readers and the people portrayed in the article is very efficient here. Every reader can relate to the situation of having one's child subjected to unsafe medical procedures; it's a universal dread that evokes a sense of injustice and creates a strong impression.
The image of inspectors checking vaccines at a government facility for disease control that accompanies this article is used to accentuate the point made. We can argue that a picture of a child getting vaccinated would have provoked a stronger emotional reaction, had this been the author's intention. Since this article’s purpose was more informative than emotional, a more neutral image was chosen for illustration.

The use of words throughout the article was effective in creating a public outrage against this type of scandal. Speaking of "corruption," "abuse," and the events as being "terrible" and "shocking" helps create a stronger impression on readers.

The sole weak point of this article is its end. It lacks a conclusion in which a reiteration of the article’s main points would have surely made an effect on readers. Opting to finish without a proper ending, the author leaves readers to draw their own conclusions as to what action the public should take concerning the problem at hand.

In the rhetorical analysis essay example given above, analysis is conducted by examining all appeals used leaving the most effective technique to be analyzed last. Although stating expert opinions and findings from government agencies makes a compelling argument, readers are emotionally affected by parental testimonies and sympathize with the parents’ ordeal the most. Analysis of style details is done next, including imagery and the choice of words. As it becomes apparent from the examples provided, emotionally charged words are meant to make a lasting impression on the audience and to strengthen the argument made. At the end of the analysis, a possible weak point of this article is mentioned along with a recommendation on how it could have been avoided or made stronger.

Each example of a rhetorical analysis essay provided here illustrates an additional important point. Namely, it's imperative to note that this type of essay doesn't call for you to agree or disagree with the author of the text you analyzed. You are merely meant to discuss the appeals they used to make a point and whether it was effective or not. You don't have to analyze all appeals; you can choose just a few most compelling ones and discuss them in detail. Providing evidence for your claims is another thing to which...
one must pay attention. This is accomplished by including direct quotations or paraphrasing. Including statistical data and research findings is a useful tool as well.

The tone of writing should remain objective at all times. There can be no room for first-person statements using words like "I" or "we." Sticking to the third person makes your essay sound more objective and unbiased. This is not a type of essay where you need to argue a point. Your job is to examine how the text's author made their point, what arguments they used, and whether it was successful. The validity of arguments is not in question, just the effects they achieve.

Rhetorical analysis essay is quite commonly assigned to college students especially those majoring in literature. However, attempting to write a rhetorical analysis for the first time can initially seem like a difficult task. The opportunity to read a rhetorical analysis essay sample makes things easier as it provides a good starting point and an example of how things are supposed to get done. Without an opportunity to read someone else's expertly reviewed rhetorical analysis, it would be easy to overlook an important point or to leave a point uninvestigated. Hopefully, the examples made available here will prove useful for beginners as well as those with already developed writing skills but without experience in writing this type of essay.