*Your Final Paper should be a clear and coherent criticism of a specific rhetorical text(s). Choose one of the specific types of rhetorical criticism we have discussed post-midterm exam to engage in your paper. You should demonstrate your ability to use this particular approach to criticism by explaining and illustrating its parts as well as apply a particular rhetorical theory to guide your discussion of the specific text(s) you have chosen. You should be sure to clearly explain the following in your paper: “What” is meaningful/interesting/important in your chosen rhetorical text(s)?; “How” using your chosen type of rhetorical criticism helps you discuss the “what” in an insightful way; and the consequences and/or implications for understanding (“reading”) this specific text(s) in this particular way (i.e., “so what?”). The evaluation for this paper will be based on your answers to the questions below and your ability to organize your criticism such that it is clear, easy to follow, and recognizable in the terms described below.*

**The Final Paper is worth 100 points – see breakdown and page suggestions for each section below**

**Part I** – (15 points, Approx 1-2 pages)

What is the rhetorical text(s) on which you have chosen to focus your criticism?

* Provide enough contextual information to allow your reader (i.e., me!) to understand.
* Be sure to delineate what “counts” as your text and what does not
  + i.e., Are you analyzing all ads in a campaign or only 2 particular ads?
* \*What\* is meaningful/interesting/important in this text that you would like to discuss further?
  + Explain what you anticipate you will be discussing

**Part II** – (15 points, Approx 2-3 pages)

What is the type of criticism you have chosen to use in this paper? What theory have you chosen to guide your discussion of your chosen text(s)?

* Generally, what does the type of criticism you have chosen to engage entail? How does it help your audience to understand your chosen text(s) in a particular way?
* Generally, what does your chosen theory entail? What are its major parts/concepts?
  + Alternatively, what parts of the theory will you be focusing on in this paper? Explain.
    - How do you anticipate using this theory (or its part(s)) to discuss the text(s)?

**Part III** – (50 points, Approx 3-4 pages)

What does engaging in this type of criticism to explain your text(s) help you to understand?

* What can *your* “reading” of *this* text(s), in *this* way help your audience to understand (1) about this specific text(s) and (2) about the world?
  + NOTE: Be sure your answer to this question fits within the confines of the type of criticism you are engaging (i.e., if you are focusing on narrative criticism, you should primarily reveal something about stories)
* Use your chosen theory to guide your discussion of the text appropriately
  + You discussion should be organized in terms of your discussion in Part II about what your theory entails
* What are the consequences of “reading” your text(s) in this particular way?
  + What are the benefits and/or challenges of making sense of your text using this type of criticism?
    - E.g., How might this text(s) be discussed in other rhetorical studies to illuminate something other than what you have discussed here?

REFERENCES – (20 points)

* **APA citation style** You are expected to know what “plagiarism” entails – consequences for violations include standard point deductions at best and reporting to appropriate departments on campus for academic dishonesty if necessary. *Please do not put yourself in this position!!*
* MINIMUM = **2** ***communication-specific*** ***scholarly sources*** (in addition to course textbooks)