**Assignment 1: Academic Summary and Analytic Response**

**Overview:** Throughout your academic career you will be asked to summarize and respond to the texts you read, and this assignment will ask you to do so in a way that focuses on rhetorical aspects of an article. To prepare for this assignment we will critically examine the rhetoric of the internet and social media as discussed in a series of texts that address issues such as privacy, freedom of speech, and cyberbullying. While we will consider the content of each of these texts, our primary concern for this assignment will be how the author conveys the central message to his/her potential audiences. As we read and discuss these texts, we will practice various strategies for summarizing and analytically responding.

**Purpose:** Your purpose for writing this essay will be to accurately portray major ideas in the text and to analytically respond to the text by evaluating the author's strategies for conveying those ideas. Choose one of the following texts to examine critically, summarize accurately and objectively, and respond to with a thoughtful rhetorical analysis.

**Readings to choose from:**

- “Protect the Willfully Ignorant” by Lily Huang
- “Who Killed the Newspaper?” from *The Economist*
- “When Bullying Turns Deadly” by John Cloud

**Audience:** Your audiences for this assignment are your instructor and your classmates. Although your readers are familiar with the text you’ve chosen, you should thoroughly represent its main ideas and key points, and provide accurate textual evidence throughout.

**Requirements:** You will create one document that is composed of two parts: a summary and a response. Your summary should accurately and objectively represent the author’s purpose and main ideas in approximately 300 words (about one double-spaced page). It should also adhere to the guidelines for academic summary covered in class.

To achieve your purpose with your audience, use the following strategies in your summary:

- Introduce the text in the beginning of your summary so your readers know which text you are summarizing. Include the author’s name (if known), the article title, the date of publication, and the publication title within the first few sentences;
- Focus on the writer’s arguments by reporting the text's thesis and key points. Show that you understand the “big picture”—the writer's purpose and how he or she achieves or supports it;
- Avoid giving examples and evidence that are too specific so you can focus on the overall argument. Do generalize about types of evidence, kinds of examples, and rhetorical strategies used by the author to support the argument;
- Use author tags/attribution so that your reader understands that you are reporting the author’s ideas;
- Use an objective tone and an even mix of paraphrased and quoted source material.

**Your response** should be approximately 300 words (about one page) and should answer the following question: Did the author successfully achieve his or her purpose with his or her intended audience? Logically, in order to answer this question, you will need to do the following: identify
what the author’s purpose is; who the intended audiences are (explaining any assumptions, values, opinions or beliefs the identified audiences hold); and explain why the rhetorical features (listed below) prove whether the author did/didn’t achieve his/her purpose.

Your response should answer this question by including a thesis (which is how you answer the question), reasons to support your thesis, and evidence to support your reasoning. Critically respond to the text’s effectiveness by analyzing purpose and audience, and use the rhetorical features as evidence to support your assertion.

- **Purpose:** You must address the author’s purpose, since you are answering the question: *Did the author successfully achieve his or her purpose with his or her intended audience?* When addressing purpose, consider what the text’s aims are and whether they're clear for the audience.

- **Audience:** You must also discuss the intended audience, since you will be answering the question: *Did the author successfully achieve his or her purpose with his or her intended audience?* When considering audience, you’ll first need to identify the audiences the text is addressing and explain any assumptions, values, opinions, or beliefs they hold. You could also consider whether the audience is easily identifiable or rather vague and how this impacts the article’s effectiveness.

**Draw your evidence to support your assertions about purpose and audience from the following rhetorical features:**

- **Occasion/Genre/Context:** Does the author effectively respond to the occasion (i.e. the reason for writing)? Did the author choose an appropriate genre for the text?

- **Organization and Evidence:** Did the author support his or her contentions in a logical order? Does the type and quality of the evidence the author uses appropriately realize the purpose to this audience?

- **Language and Style:** Did the tone and style support the author’s purpose?

**Keep in Mind:**

- Begin your essay with a summary of the text, then lead into your response with an effective transition from an objective academic summary to an analytical response that is well supported with textual examples. Although writers have successfully combined summary and response, for this assignment you should summarize then analyze.

- Improve your credibility with your audience by avoiding spelling and grammar mistakes.

- Type your essay in a readable, 12-point font and double-space it.

**Paper Length:** 600-700 words (about 2 pages)

**Workshop Date:**

**Due Date:**

**Worth:** 15% of your final course grade

**NOTE:** At the end of your paper, include the following honor pledge: “*I have not given, received, or used any unauthorized assistance.*”
### Assignment 1 Grading Rubric

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<th>Excellent</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
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<tr>
<td><strong>Summary:</strong> <em>Purpose/Audience:</em> The summary convinces the reader that you have read the article closely and understand its argument because the summary accurately and objectively represents the author’s central claim and key supporting points. The summary does not merely list the main ideas but shows how the reasons support the claim. The summary is selective about details and examples, choosing only ones that help to illustrate a key point.</td>
<td><strong>Summary:</strong> <em>Purpose/Audience:</em> The summary convinces your reader that you have read and understood the key points of the article. It could, perhaps, improve in showing the connection between the main claim and how it is supported. The summary may have some extra, unneeded details from the article. There may be parts of the summary that are inaccurate, incomplete, or subjective.</td>
<td><strong>Summary:</strong> <em>Purpose/Audience:</em> The summary doesn’t convince the reader that you have read the article closely because its argument is not clearly represented and/or there may be inaccuracies. The summary may provide a list of points rather than any sense of a larger claim supported by reasons and evidence and/or is merely a chronological re-telling of the article, rather than showing clear understanding of the thesis, reasons, and evidence. The summary loses focus through inclusion of minor or off-topic points. Your opinions and judgments are included in the summary.</td>
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|**Response:** *Purpose/Audience:* The thesis of the response is clearly stated and separate from the summary. You support your thesis with clear reasons and textual evidence. Your analysis is based on the examination of the text’s rhetorical effectiveness upon an audience that you have clearly identified. The response convinces the reader that you have a strong sense of the author’s rhetorical choices and how effective he or she was at reaching the intended audience—including what assumptions the author makes about his or her audiences and how each audience will respond to the implications of the article. | **Response:** *Purpose/Audience:* The thesis of the response is stated, although it could be more clearly defined and/or supported. Your separation between summary and response is difficult to identify. Your determination of the text’s effectiveness could be more logically explained. You evaluate the content of the article at the cost of a clear analysis of its rhetorical effectiveness. The response convinces your reader that you have read and understood the rhetorical choices the authors have made in the article. It could have drawn better connections between the author’s rhetorical choices and the intended audience. The response could touch on more assumptions and implications that the text demonstrates as it addresses a particular audience you have clearly identified. | **Response:** *Purpose/Audience:* There is no clear thesis guiding your response. There is a lack of organization that contributes to making it difficult to distinguish between summary and response. Your reader may question whether you have read the article closely because there is little or no discussion of the text’s audience or the author’s rhetorical choices. The response includes irrelevant textual content and/or does not consider the rhetorical elements. |

|**Summary and Response (S&R): Quotations and Paraphrases:** The essay contains both paraphrases and quotations. The paraphrased and quoted passages are chosen appropriately and integrated into the summary and response. | **S&R: Quotations and Paraphrases:** The essay needs a better balance between paraphrasing and quoting. It needs to choose and integrate quotations more effectively. The summary may have quotations and paraphrases from the text, but the response does not integrate textual material well. | **S&R: Quotations and Paraphrases:** The essay is mostly quotations strung together, or there are few textual examples from the article. The material used may be poorly chosen and integrated, or it lacks appropriate balance between paraphrase and quotation. |

|**S&R: Attribution:** The summary cites the author (if known), title, date, and place of publication. The whole essay (both summary and response) use attribution so that it is clear when the writer is referring to his or her own ideas or the ideas presented in the text. Every sentence containing borrowed information is appropriately attributed. There is variety in the kinds of attribution used. | **S&R: Attribution:** The summary may not present all of the necessary publication information. Generally, your reader can tell that you are referring to the author’s words and/or ideas, but there may not be an appropriate author tag in every sentence containing borrowed information. | **S&R: Attribution:** It is not clear whose ideas are being presented (whether from the article or your own). Because of the lack of author tags, the reader is often unable to identify borrowed material. |

|**S&R: Conventions & Style:** You have followed all the guidelines on the assignment sheet. You have made appropriate choices for an academic essay. The essay is carefully proofread and edited for accuracy and clarity. | **S&R: Conventions & Style:** While you followed most of the guidelines on the assignment sheet, sometimes your writing is too informal for an academic essay. The essay as a whole would benefit from careful proofreading and editing for clarity. | **S&R: Conventions & Style:** Your rhetorical choices are inappropriate for this context and/or the document is unclear. Attention to conventions is needed. You have not followed the guidelines on the assignment sheet. |