**Project #3 Assignment Sheet: Rhetorical Response 1—Book Review of *Lower Ed***

**Prospectus Due: 9/24**

**Draft Due for Peer Review: 9/26**

**Final Draft Due: 10/1**

**Purpose**: Our goal in this essay is to analyze and evaluate the rhetorical strategies used by Dr. Cottom in *Lower Ed.* You’ve had practice analyzing argumentative strategies for a chapter, and now you get to do so for the whole book. Analyzing a whole book gives you a chance to do a “deep dive” into analysis and evaluation. You will choose one of the argumentative strategies we’ve discussed in class (full list on iCollege in “Rhetorical Strategies” module) and analyze how (and how well) Cottom uses that strategy throughout the book. A book review, in most professional settings and in this one, does a few things: it describes what a book is trying to do, analyzes how the author is trying to do that, and evaluates how well the book accomplishes its goals.

**Objectives**: You need to state clearly and concisely what you think Cottom is trying to do. You need to analyze how she uses this specific argumentative / rhetorical strategy, and you need to use fully integrated text examples from the whole book to support your claims about the book. You do not get to have completely free rein here; your review needs to focus on **one** of the following argumentative strategies: compare, contrast, inductive reasoning, deductive reasoning, case studies, imagining ideal readers, or engaging / inhabiting different social roles.

**Getting Started:** Spend some time thinking (freewriting / dictating / talking / note-taking) about what you have found persuasive in the book and what you haven’t. How do you think this author has attempted to meet her goals as stated in the book? How would you define her goals? Do they change from the introduction to the conclusion, or do they remain the same? What lingers after you have finished reading the book? Do you know people that you want to urge to read this book? Why?

Think about who your audience is for this review: in many college classes, your audience is your professor and your classmates. But many people rely on book reviews for guidance on whether to read a book or how to read a book. Your review can be instructive in this way. Essentially, when you review a book, you’re saying that someone (think about who this might be) should read it. Why should they?

**Your prospectus, due 9/24,** should be **ONE PAGE ONLY** and include 3 short items (a list is fine):

* Which argumentative strategy of Cottom’s you want focus on (you can change it later if you want to)
* Why you want to focus on that strategy
* Two short quotations that you think display that strategy.

**Structure and Format:** This essay should not be in sections, and instead should be one coherent whole with good transitions. You should spend most of the essay analyzing Cottom’s use of the strategy, and your conclusion should evaluate how well the goals of the book (whatever you think they are) were met by that strategy, as well as a clear statement about who should read the book and why. It should be 3-5 pages (900-1500 words) in length, double-spaced, with one-inch margins on all sides. Pages should be numbered.

**Evaluation:** Your rhetorical response #1 will be graded on how well it fulfills the following criteria:

* The introduction introduces the book and introduces the rhetorical strategy you’ll analyze
* The introduction has a clear and concise thesis statement about how that rhetorical strategy works in the book
* The essay uses well-chosen examples, evidence, quotations, or paraphrases to support the thesis
* Paragraphs in the essay are unified and coherent, with one primary idea evident in each one
* Each sentence is clear and concise with minimal grammatical errors
* All sources are cited accurately within the essay
* The essay is properly formatted and the correct length: 3-5 pages (900-1500 words) with 12-point font, 1-inch margins, and numbered pages.