# UNIT 2: DEMAGOGUERY

## LEARNING OUTCOMES

1. Use concepts and arguments from one text as a context for understanding and writing about another

## PROMPT FOR ESSAY 2

In Unit 2, we will explore the characteristics that define the term ‘demagoguery.’ Patricia Roberts-Miller’s seminal article, “The Characteristics of Demagoguery,” identifies rhetorical characteristics she believes to be central to demagogic discourse. **For this essay, you will use Roberts-Miller’s text as a lens for analyzing another (one or two) text.**

Does this speaker display characteristics of a demagogue? Which characteristics? Which “legitimate” strategies do the speaker use? Do these techniques make for a persuasive argument? To do this, your essay will accomplish the following tasks:

* Introduce your essay by fully establishing the rhetorical situation of all texts, as well as using metadiscourseto map out what your essay will discuss.
* Examine the speech or writing (up to two), exploring how—or to what extent—the speaker uses **one (1) demagogic characteristic** (excluding “heavy reliance on fallacious arguments”). Discuss examples of this characteristic, explaining why it may have been used in relation to the speech’s context, as well as its possible effects on the speaker’s intended audience.
  + This will be well supported with direct examples from the speech or text.
* Pinpoint **one (1) fallacy** within each (1 or 2) of the texts or speeches. You will provide direct examples, explain how the fallacy is being used, and evaluate whether it reveals a potential weakness in the argument.
* Identify **one rhetorical strategy** from each (1 or 2) text that you believe to be rational, reasonable, or ethical. You will pull direct example(s) that indicates such a strategy, discuss and defend ***why*** it is a legitimate strategy and evaluate its effectiveness in supporting the argument.
* Present a concluding paragraph, focusing on **synthesis,** Discuss the significance of your examination. Highlight the key discoveries made throughout the essay and make clear the importance of your research and assessment within your rhetorical context.

**Expectations: MLA Format**

1. Use Roberts-Miller’s text as a lens on One (1) **or** Two (2) target texts
2. 6-7 pages, Printed and Stapled
3. 12-point Times New Roman Font
4. Double Spaced
5. MLA Works Cited Page
6. Use specific quotes and lines of evidence. When doing so, be sure to give credit where credit is due, following MLA in-text citation formatting. *Example: In his article, Wells argues, “\_\_\_\_\_\_\_\_\_\_\_” (5).*

**KEY DATES:**

1. Due: Thesis Paragraph Tues. 2/28
2. Due: Rough Draft (3-4 pages, double spaced, 3 copies) Thurs. 3/2
3. **Final Draft Due: Tues. 3/14**