Red Jacket’s “Lecture to a Missionary” Rhetorical Analysis
Question 2

• Standard Question: Write an essay in which you analyze the rhetorical strategies Red Jacket uses to achieve his purpose.

• For this assignment: Write a thesis statement and ONE paragraph that would be included in a full essay. May be typed or handwritten.
Scoring:

- High Score (8-9)
- Medium-High Score (6-7)
- Medium Score (5)
- Medium Low Score (3-4)
- Low Score (1-2)
Tip #1:

Don’t write “uses ethos”, “uses pathos”, or “uses logos”. Instead, use phrases such as “incorporates a logical appeal”, “appeals to the reader’s emotions”, or “establishes his or her credibility”, etc.
Tip #2:

Rhetoric (noun)
Rhetorical (adjective)

Don’t write “rhetoric appeals” – it’s “rhetorical appeals”
Tip #3:

Rhetorical appeals: ethos, logos, and pathos

Rhetorical strategies: diction, syntax, repetition, loaded language, imagery, similes, metaphors, etc.
Tip #4:

Diction: All authors and speakers use diction. It just means “word choice”. When you write, “he uses diction…”, what you are saying is that he uses words. Obviously, an author or speaker uses words. Instead, write about what KIND of diction he uses… contemptuous, callous, jovial, morose, cynical, patronizing, reverent, sentimental, etc. Use fancy, fun adjectives!
Tip #5:

Make sure you have a strong, solid thesis statement in your introduction. Your reader needs to immediately know your PURPOSE in writing your essay.
Tip #6:

Structure your essay. You need to have indented paragraphs. Intro. Body paragraph(s). Conclusion. It’s a necessity. Each body paragraph should have a “main idea”. Don’t include a bunch of random thoughts in a paragraph. Remember: The AP test readers have to read hundreds of essays. If they can’t see a solid structure, they are less likely to read your essay carefully.
Tip #7:

Quality vs. Quantity: The AP test readers don’t care if you know what ALL of the rhetorical appeals and strategies are. Only bring up the ones that actually made the writer’s/speaker’s PURPOSE stand out to his or her audience.