** AP Lang Video Lesson 4**

**TEXT/MATERIALS:** Abigail Adams letter and 4 selected Screen Shots with terms, strategies and examples of good analysis that you can model in your own writing **☺**

**VIDEO #4 CONTENT**

1. Reviews previous assignment from Video 3 which we did as a CANVAS assignment.
2. New Lesson Focus: How to use figurative language (like metaphor) and allusions in a text to analyze for rhetorical situation in your Rhetorical Analysis essay. (Plus a reminder that this type of analysis will get you the Sophistication Point from the Rubric item #1)
3. The River Metaphor and how it is rhetorically persuasive to the intended audience (John Quincy Adams)
4. The Cicero Allusion and how it is rhetorically persuasive to the intended audience (John Quincy Adams)
5. The basic formula for good analysis of a writer’s use of figurative language or allusion is this:
	1. State an example of a figurative device or allusion from the text (CD)
	2. Explain the meaning of the figurative device or allusion (You can do this as a lead into the quote to avoid the quote bomb)
	3. Analyze the figurative device or allusion in terms of the Rhetorical Situation (especially the speaker/writer’s purpose, speaker’s understanding of audience’s emotions and their shared beliefs/values and how PERSUASIVE you think the speaker/writer’s figurative language and/or allusion is.

**STUDENT PITFALLS TO AVOID**

* Students are good at identifying figurative language/allusions and explaining their meanings…**BUT** don’t include how they show a speaker/writer’s UNDERSTANDING of their intended audience and what would be rhetorically **PERSUASIVE/EFFECTIVE** with that intended audience.
* **In sum**, students don’t address the question of “Why would this rhetorical choice (such as using a river metaphor) be persuasive to the intended audience?”

**WHAT MRS. BOWN IS LEARNING ABOUT THE RHETORICAL ANALYSIS ESSAY AND WHAT AP IS LOOKING FOR**

* The AP Lang rhetorical essay is **heavily focused on analyzing for the Rhetorical Situation**, which we basically learned as the **SOAPSTONES** with **emphasis** on analyzing the **S**peaker/writer, the **O**ccasion or context in which the text was created, the intended **A**udience and their beliefs/values/emotions, the **P**urpose of the text and the last **S** which is Strategies…**aka Rhetorical Choices** a speaker/writer uses to convey their message **PERSUASIVELY** to their audience.
* By using our famous OREO format as a writing guide, you can stay focused and cover all you need to, plus have a good shot at that elusive **Sophistication Point.**
* Another tip from this video was regarding how to more effectively analyze for rhetorical appeals: ethos, pathos and logos. You can’t just identify them in the text, you have to directly explain why or how they are persuasive to the intended audient of the text. In other words, why would pathos (insert specific emotion, like guilt or fear), logos (reason and logic) and/or ethos (credibility of the speaker based on shared beliefs and values with the audience) would be EFFECTIVE.
* **The other important thing to remember is with ANY CM STRETCHER strategy you use for your CMs (and there are 8 of them), you need to explain WHY it is PERSUASIVE…it’s the ‘EXTRA CM’ in our OREOs that the AP folks are specifically expecting from you!**