Project 2: Credible Source Analysis (15%)

Before starting your own research on a topic related to our course inquiry, we will discuss how to assess the credibility of sources. For the second essay, you will choose a news article about a topic of your choice and analyze its credibility based on its context, use of rhetorical appeals, and evidence.

**guidelines.**

The purpose of a rhetorical analysis is to determine the choices a writer makes in a text and evaluate how those choices help achieve their purpose within a specific context. For this essay, your rhetorical analysis will be framed around the article’s credibility.

![How to spot fake news](image-url)
1. **Consider the context.**

- **Who** wrote it? What’s the author’s background, and who is their audience?
- **What** is the main argument? What’s the author’s attitude toward the subject?
- **Where** was it published? Is it a local, national, or international news source? Is it a non-profit or for-profit organization?
- **When** was it written? Is it recent? Is it part of a larger conversation about a current issue?
- **Why** was it written? Is it intended to raise awareness, change someone’s mind, make a profit, or deliver a message?

2. **Analyze the rhetorical appeals**—how the writer tries to persuade readers.

- **ethos**: Consider the credibility of the text: What makes it trustworthy? Does the writer incorporate multiple perspectives? Is it ethically written?
- **pathos**: Consider what emotions the writer tries to evoke. How did you react to this text? How does the writer try to make the topic relatable? Are there biases?
- **logos**: Consider the structure of the text. How is the information organized? Are there gaps in the logic (logical fallacies)? What evidence is used?

3. **Evaluate the quality of the evidence.** You don’t have to discuss all the different types of evidence—just those present in the text.

- **Expert Testimony**: What are the expert’s credentials?
- **Personal Experience**: Is the experience relevant and effective? Does the author generalize from this experience?
- **Analogy**: Does the author use any analogies to connect the issue to something else? Is it useful?
- **Facts**: Are (credible) sources given for the facts and statistics present? Can the information be verified?
- **Field Research**: Did the interviewer (or survey) ask objective questions and present the interview (or survey results) fairly?
- **Shared Values**: What values does the author use to connect with readers?

**submission details.**

The Project 2 Credible Source Analysis must be three pages and formatted according to MLA 8th edition guidelines. You will submit your essay on Google Classroom.

Project 2 is due by the start of class on Wednesday, February 28th.

Questions? ahitt@uca.edu