

Dr. Anthony T. Atkins
English 388: Rhetorical Theory
Concept Essay

For the last essay (Exploration) students wrote about virtue, rhetoric, justice (good/evil), knowledge, and beauty. This essay is similar in nature because students will continue to work with concepts as they pertain to classical rhetoric. You will be free to write about anything concerning classical rhetoric (Greek and Roman). To make things interesting for you, I urge you to take a concept from rhetoric and apply it to something in the 21st century. For example, a commercial (advertising), or a popular culture artifact (like a toy, magazine, food packaging, etc) might work well for this particular assignment. You may also write about concepts like rhetoric and education, virtue, justice (good/evil), beauty, or knowledge. However, you are required to compare these concepts in their Greek and Roman forms. How do concepts change as we move from the Greeks to the Romans? Either path you take is acceptable. If you choose a different sort of topic or have another idea, please speak with me.

Again, use our texts, but cite any outside sources you decide to use. Depending on your topic, you may need to employ outside sources. Making sweeping generalizations or claims about society must be documented. Be careful not to make claims without evidence.

The following is expected, but a reminder. . .

Arrangement or organization will be keys here. Defining your terms will also be important. Be sure to have a complete introduction that explains what you will be talking about and that outlines the rest of your essay. This will help the reader understand what points you are trying to make. Be certain to make some sort of major point, and be sure the reader knows what that major point is (state it clearly in the introduction) Be sure to introduce your quotes and use MLA properly. Use quotes only when you need them. Try not to use overly long quotes (notice that many sentences in our texts are very long). Be sure to introduce all quotes. Paraphrase or summarize when warranted. Be certain to include some sort of conclusion to the essay. Also, be sure to go back and read over your essay carefully to repair sentences, typos, etc.

(note). The internet is helpful, but please cite any online text/s you use.

This paper should be approximately 4-5 pages. No more and no less. Follow MLA guidelines. Maintain a 12 point Times New Roman font.

If you need any help, I'll be happy to sit and chat with you about our readings, potential paper topics, or to read drafts of your essay. Simply email to make an appointment with me.

150 Points

Submitted on time via email Length (4-5 pages)	10 points
MLA Format (includes headers, page numbers—works cited page is not required unless students cites outside sources. If works cited is included, it is subjected to correct MLA format)	10 points
Typos, Misused words, drop quote (no introduction to quote), quotes are too long or inappropriate (no need for it or does not work for what the student is referring to). Sentences that are not clear or poorly written (reader cannot understand sentence). Transitions between ideas/topics to help reader follow the essay and to help the essay flow	50 points
Appropriate topic and well developed. Illustrates an understanding of the idea being explored. The essay should make some point, but does not necessarily have to be argumentative.	30 points
Introduction/Conclusion: Topic should be introduced properly and there should be some kind of conclusion that wraps up the idea/essay	50 points
Additional Notes	Final Points and Grade