Comm 200 Rhetoric Research Guide

There are 5 main things to remember about Rhetoric Research

1. Rhetoric can be defined as analysis of an artifact or speech. When you are in COMM 301 you will also learn about rhetorical methods for analysis. For COMM 200 you only need to worry about an artifact and finding three articles related to that artifact (two communication journals and one scholarly analysis article from another discipline).

2. There are five traits that help you identify Rhetoric articles. One: They are not in a standard format. Two: Always published in an academic journal. Three: the abstract will often contain terms like, hegemony, critique, this essay, this paper analyzes, feminist, and representations. Four: The references are not all academic. You must make sure if you are using references for additional sources in COMM 200 that they are scholarly. Five: Articles are always written by academics.

3. It is NOT a rhetoric articles if: it contains any data. If it is “content analysis”. If it is a book review.

4. To find articles, think about genres, themes, or artifacts that are similar to your own. For example, if I am doing analysis of the Walking Dead television show I can use rhetorical analysis of similar artifacts such as analysis of any zombie film or show or horror shows. I can also look at themes such as father son relationships, masculinity, representations of women, religion, and dystopia.

5. To find articles use the links on the COMM 200 Rhetoric tab on the communication studies research guide. They are divided by format. You should search the Communication mass media complete database for your two rhetoric articles. If you need to find a third source look at the Social Relevance databases or the databases that cover similar formats for your artifact. Click here to get to the guide: http://csulb.libguides.com/c.php?g=39086&p=249016