Paragraph 1- Introduction paragraph-

Write about the main idea of the speech and discuss the speaker and context. Be sure to discuss the components of structure, argument and language in the thesis statement.

Example thesis statement: Admiral McRaven offers lessons from his Navy Seal training to deliver an authoritative and inspiring speech to change the world in his commencement address.

Intro paragraph breakdown:

* Mention of SOAPS
* Discussion of context and how it adds to meaning of speech
* Thesis statement

\*This paragraph will be scored according to the summary and analysis components on the rubric.

**Paragraph 2- Structure paragraph-**

The second paragraph should discuss how the speech was organized and delivered. You will make a claim about the effect of the structure on the overall message of the speech. You will then provide examples from the speech to support your claim. You will then explain how this data/example creates the effect you described in the claim.

Identify (Claim): Admiral McRaven uses a list of ten lessons from his experience in Navy Seal training to highlight and repeat the importance of work ethic and discipline in relation to changing the world.

Refer (Data): Admiral McRaven offers ten items in an ordered sequence that taught different lessons throughout the speech. Each lesson was finished with the repeated phrase, “If you want to change the world, you need to…..”

Explain (Warrant): Admiral McRaven’s structured list provides easy to follow advice to a room of anxious and distracted graduates. This repeated structure allows the graduates to pick an item and focus on that one piece of advice to take into the world.

**Components to consider in structure analysis:**

Organization patterns in the speech

Syntax

Repetition

Alliteration

Cadence/Beat

Parallel structure

Punctuation

**Paragraph 3- Argument paragraph**

The third paragraph should discuss the argument in the speech. You will want to focus on the rhetorical appeals and fallacies used in the argument. You will make a claim about the effect of the appeals/fallacies on the overall message of the speech. You will then provide examples from the speech to support your claim. You will then explain how this data/example creates the effect you described in the claim.

Identify (Claim): Admiral McRaven’s argument is especially powerful because it gives real anecdotes from his Navy Seal training.

Refer (Data): Admiral McRaven offers stories from his own training about swimming in deep water and suffering under considerable pressure in Navy Seal training. One story that stands out is his experience in Tijuana Mud Sloughs and the appeal to quit the training by his instructors. Admiral McRaven describes the cold of the experience and the eventual singing that gets the trainees through the night.

Explain (Warrant): This personal story is a powerful appeal to his ethos as a speaker because he suffered through this ordeal. His personal tale gives credibility to importance of hope in his overall message concerning changing the world.

Components to consider in argument analysis:

Rhetorical appeals- Pathos, Ethos Logos

Fallacies- False dilemma, Ad Hominem, slippery slope, faulty analogy, red herring, straw-man, bandwagon

Anecdote

Allusion

Rhetorical Questions

Irony

**Paragraph 4- Language paragraph**

The fourth paragraph should discuss the figurative language used in the speech. You will want to focus on the tone and imagery used in the argument. You will make a claim about the effect of the language on the overall message of the speech. You will then provide examples from the speech to support your claim. You will then explain how this data/examples creates the effect you described in the claim.

Identify (Claim): Admiral McRaven’s descriptive storytelling and inspiring tone help this speech to become memorable for the audience.

Refer (Data): Admiral McRavens offers excellent mental pictures with his imagery in his stories. He describes the “sugar cookie” effect to illustrate the feel of wet, sandy clothes and the feel of “cold, wet mud up to your neck”.

Explain (Warrant): This imagery allows the listener to imagine what these ordeals might feel like and impresses the reader to feel the struggle to survive Navy Seal training.

Components to consider in language analysis:

Imagery

Tone

Diction

Connotation

Metaphor

Analogy

Personification

Hyperbole

Paragraph 5- So what- conclusion

In this paragraph you will come back to your thesis and the claims in each of your body paragraphs. You will offer final thoughts on the main idea of the speech and its overall message.

Conclusion Breakdown:

* Restate Thesis
* Offer thoughts/discussion on the overall value and effectiveness of speech

Example Close-

Admiral McRaven’s speech is excellent example of a memorable and inspiring commencement address. It offers an easy to follow list of advice for the graduates. His personal stories from Navy Seal training were interesting and powerful and the imagery he used made the listener feel the importance of “Never giving up”. This speech made the listener understand the changing the world is a hard task, just as passing Navy Seal training is hard, but a worthy endeavor. These graduates would feel the weight of this hard endeavor but also feel inspired to complete the task, just as Admiral McRaven did.