

4. She seems to have a _____ audience in mind because _____.

Sample Rhetorical Precis

In her online article “Who Cares if Johnny Can’t Read” (1997), Larissa McFarquhar asserts that Americans are reading more than ever despite claims to the contrary, and it is time to reconsider why we value reading so much, especially certain kinds of “high culture” reading. MacFarquhar supports her claims about American reading habits with facts and statistics that compare past and present reading practices, and she challenges common assumptions by raising questions about reading’s intrinsic value. Her purpose is to dispel certain myths in order to raise new and more important questions about the value of reading and other media in our culture. She seems to have a young, hip, somewhat irreverent audience in mind because her tone is sarcastic, and she suggests that the ideas she opposes are old-fashioned positions.