

Manifestos

Manifestos are basically declarations of purpose, position, and intention. Famous manifestos include the Declaration of Independence and the Communist Manifesto. Often they are subjected to rhetorical analysis because of their nature to contain collected ideologies, and for their purpose of trying to achieve change.

Content:

- Usually contain inclusive language, statements that begin with: “I believe...,” “We think that...”
- Strong thesis statement/introduction that identifies position of writer(s) and also important background/situation description
- Has a sort of “Call to arms” or urgent tone to it, attempts to strongly persuade the audience/argumentative.
- Its purpose is to critique a current situation/state of affairs and to initiate an alternative action to bring change to the status quo.
- Sometimes broken up into sections with headings/titles

Example of Manifesto introduction statement:

(Taken from “The Call to Write” by John Trimbur, 3rd edition, pg. 196)

We are meeting in Porto Alegre in the shadow of a global crisis. The belligerent intentions of the United States government in its determination to launch a war on Iraq pose a grave threat to us all, and are a dramatic manifestation of the links between militarism and global domination.

At the same time, neo-liberal globalization itself is in crisis: the threat of a global recession is ever present; corporate corruption scandals are daily news and expose the reality of capitalism.

Social and economic inequalities are growing, threatening the social structures of our societies and cultures, our rights and are lives.

Bio diversity, air, water, forest, soil and sea are used like commodities and are for sale. All this threatens our common future.

We oppose this!