

For this journal be sure to read through Matthew McConaughey's [original 2016 speech from the University of Houston](#). Then watch the video "[This Is Why You're Not Happy](#)" and follow along with the [excerpted transcript](#).

Think of the following questions as you compare/contrast the rhetorical strategies used in the original speech and the video created from excerpts of the speech:

- Who is the intended audience for the original speech?
- Who is the intended audience for the video?
- What rhetorical appeals does the speaker rely on to persuade the audience? Provide some quotes as examples.
- What strategies does the video creator use to persuade the audience? Provide some examples.
- Do you think one medium is more effective than another at getting McConaughey's message across?

It may also be helpful to review the [Basic Questions for Rhetorical Analysis](#) page in the course.

This assignment will help you to think about the various elements that go into a rhetorical analysis. Remember that a rhetorical analysis is different from a literary analysis in that you are analyzing the **how** and **why** of a text and not simply the **what**.