Raymond Su

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Rhetorical Analysis - This is America

Have you wondered why Donald Glover created this masterpiece about the struggles we face everyday here in America? Have you wondered what allowed him to think like this? Well I’m about to explain, one step at a time. Donald Glover grew up as a black man in America, poor and racially segregated. Men like him were facing trouble regarding gang violence and drugs very often. The guns in the scene resembled a grim, horrific piece of literature. The bodies being dragged across the floor. The guns, after use, covered in a petite cloth. There is a deeper meaning – a meaning that we don’t yet understand. Have you been in those situations? What is it like living in the place we call the United States?

There is one important detail most people miss when they watch “This is America” – it’s the way Donald Glover is dancing. Many Decades ago, Black culture spread across America, starting in Harlem, New York. The tradition of blacks; segregation and slavery goes a long way in determining why Donald Glover’s dance is so meaningful. It basically determines how America was founded - and how it evolved throughout time. As you can see from the video, his facial expression resembles the african american movement, the protests, the traditional harlem hip-hop. It ties deep into black american culture, and how now, Barack Obama finally becoming US President.

Yet, Donald Glover depicts school shootings as shown at the start with him holding a glock killing the one man and later shooting a ‘crowd’ of people with an AK47. The whole scene evolves and changes ever so highly, it’s confusing unless you watch it many times over. School shootings were a very controversial topic starting from early 2018. 2017 had the terrorist attacks and bombings, 2018 was the year of school shootings. It was created at a time where America was politically divided under President Donald J. Trump. Political arguments can get pretty heated - the St Charleston incident was an example of that.

By literacy terms, this scene was well done and produced. Can you see the difference between this video and the American news? Well this was acted out in a way that attracts attention. Other countries like Japan and Australia could care less. But this was based on an American Audience. Again, this ties into the discourse community topic. Donald Glover essentially showed how America is changing - possibly for the worse. It is to warn about how racism and violence is still not resolved. Our community in general communicated throughout many years to build a functioning society.

I personally found this piece pretty entertaining, as the purpose is to entertain. Many people wouldn’t want to watch it if it wasn’t entertaining. The guns were to attract attention. The drugs were used to attract attention. The music were used to direct attention. Finally, the movements were used to gather attention. Every frame is rather vague in context but however it gradually gets revealed the more you watch it. Donald Glover’s “This is America” is nothing short of a masterpiece.