Rhetorical Analysis

In creating a rhetorical analysis, be aware of any bias you may have. **Do not get caught up in whether you agree with the writer/speaker/presenter. Evaluate the effectiveness of the argument being made.** (Is the argument convincing? Why or why not?) Examine the following key elements and judge how well the elements combine to make the argument successful or not. You might use all of the below, or you might select the ones that stand out the most to you; the overall focus is whether the argument itself is effectively presented and whether it is convincing or not.

**SPEAKER/AUTHOR:** Who is the speaker? Who/what does the speaker represent? Who is the “sponsor”?

**PURPOSE:** What does the speaker want you to think, believe, or do?

**AUDIENCE:** Who is the author trying to convince? Who would be moved? Who would not?

**CONTEXT/BACKGROUND:** What historical, social, cultural, and/or political contexts are important for someone to understand the time/place/relevance of the argument?

**APPEALS:**
- **ETHOS:** Character/ background of speaker (sponsors?)/ Is this person credible? Trustworthy? (What is the person’s bias? What do you know about him/her that would influence your interpretation?)
- **PATHOS:** Emotional appeal (What emotions are appealed to? How? Is this effective?)
- **LOGOS:** Logic and reason (What logic, reasons, facts, statistics are presented? What evidence is used to convince the audience?)

**FACTS/LOGIC/EVIDENCE:**
- What claims are made? What support does the author provide? How does he/she try to convince you? What issues are raised? Which are ignored? Evaded?

**SHAPE (PACKAGING):**
- Style/ Organization/ Delivery/ Appearance/ Word Choice/ Colors/ Visuals

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Your rhetorical analysis will contain the following elements:
- **facts** (about author, title, publisher, year)/ **contexts/synopsis** (what it’s about)/
- your claims/ your analysis/ evidence and support for your claims (proof)/
- alternative views