

Pre AP English

Elements of Rhetorical Analysis

(very loosely adapted from *Contemporary Composition*, 4th ed. Maxine Hairston, Boston: Houghton Mifflin Co. 1986)

The elements of any rhetorical situation are these:	
The purpose for writing	The persona or assumed role of the writer
The audience for whom the writing is done	The message or content of the writing

Rhetorical Square

Four Questions for analytical reading	
When you need to understand a writer's rhetorical situation, ask these questions:	
<p>3 <i>Purpose Thesis</i></p> <p>What action does the speaker want the audience to take?</p> <p><i>to vote to buy to have faith in</i></p>	<p>2 <i>Ethos</i></p> <p><i>How does speaker make himself credible like</i></p> <p>Ethos—how does the speaker establish common values with the audience? How does the speaker create a common ground for speaker and audience?</p>
<p>1 <i>Audience</i></p> <p>Pathos—how does the speaker anticipate and manipulate the audience's emotional reaction?</p> <p><i>How does speaker guide the reader's emotions?</i></p>	<p>4 <i>Argument</i></p> <p>Logos—how is the message presented? What figurative language? What mode of discourse (compare/contrast, cause/effect, classification and division, et al.) does the speaker employ to convey the message? <i>organizing principle</i></p>

*Analyze the distance
Speaker + Audience
Speaker + subject
etc.*