

Rhetorical Analysis

Key Elements

1 Author/Speaker

2 Audience

3 Purpose

4 Context

Identifying Questions

1

- Who is communicating?
- What is their background or credibility?

2

- Who is the intended audience?
- What are their values?

3

- What does the author want to achieve?
- What is the message?

4

- When and where was this written?
- What influences are there?

Rhetorical Analysis

Appeals

Ethos

- How does the author establish credibility
 - credentials, experience, tone, reputation, bias

Pathos

- How does the author appeal to emotion?
 - imagery, personal stories, humor, fear, language

Logos

- How does the author provide reasoning?
 - evidence, research, logic, statistics

Other questions? Want to talk through your analysis with a coach? Scan the QR code to book an appointment today!

