

Everything's an *Argument*

Ch. 6 – Rhetorical Analysis

Rhetorical Analysis



Rhetorical Analysis requires critical reading and examination of both a text and the context that surrounds it.



Rhetorical Analysis requires that you ask many questions, especially WHY.

- The QUESTION LIST on EA p. 100 is very helpful!

How to Analyze Rhetoric:

- 1 Understand the Purpose of the Argument.
- 2 Understand Who is making the Argument and Why they're making it.
- 3 Identify and Understand the targeted Audience.
- 4 Examine the Emotional Arguments (Pathos) being used.
- 5 Examine the Character-based Arguments (Ethos) being employed, both that of the writer and that of his/or her sources.
- 6 Examine the Arguments based on Facts and Reason (Logos).
- 7 Identify all Rhetorical Fallacies used.