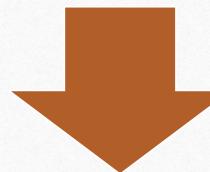


Rhetorical Analysis



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:

Understand the Purpose of the Argument.

Understand Who is making the Argument and Why they're making it.

Identify and Understand the targeted Audience.

Examine the Emotional Arguments (Pathos) being used.

Examine the Character-based Arguments (Ethos) being employed, both that of the writer and that of his/or her sources.

Examine the Arguments based on Facts and Reason (Logos).

Identify all Rhetorical Fallacies used.