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| **Putting Together A Rhetorical Analysis**Below is a possible outline for a rhetorical analysis. Keep in mind that this kind of analysis can take many forms, and of course should be tailored according to specific situations and uses. **I. Introduction**     Introduce your topic or subject of analysis.   Make evident your purpose.   Engage your reader.   Remember this is primarily an objective analysis.**II. Summary of the RHETORICAL SITUATION**o      What is the issue? o    What's the context?o      Who is making the argument? What are their credentials? Do they make contact information available? Do any biases seem evident?o      Who seems to be their targeted audience?o      What is their MAIN point or thesis?o      What KIND of argument is being presented? What is their purpose?**III. Summary of the Argument's APPEALS****A. ETHOS**       How would you describe the writer's character? What sort of PERSON is projected?        What are his/her CREDENTIALS?        Does this person show GOOD WILL, RESPECT FOR OPPOSING VIEWS, HUMILITY, LIKEABILITY?        What is the author's toward his or her material? What is his or her tone of voice? How would you describe this person’s style and approach? What is their way of thinking? **B. LOGOS**Describe in detail the work's **logos**: the argument’s logical reasoning and evidence:       What claims are being made in support of the thesis?       How are those claims being supported? What KINDS of evidence are presented? Recall our class discussion about kinds of evidence: **empirical data**(facts, statistics, studies); **general principles**; **personal experience**;**primary sources** (interviews, letters, diaries, memos, field work); **secondary sources** (documents such as newspapers, magazines, books); common sense; etc. In some cases, HUMOR may be an appeal or type of "evidence" or strategy.  **→ In each case above, provide/describe specific examples !****C. PATHOS**        What SPECIFIC emotions does the argument evoke? What is it the writer mostly wants you to feel? Pity? Horror? Fear? Sadness? Joy? Anxiety? Awe? Sympathy?       How does the author evoke those emotions? Poetic language? Stark facts? Visual effects? Special music? Interviews with victims? What specific appeals tend to arouse emotion in the piece? **IV. Summary of the Argument's Strengths and Weaknesses**Can you identify any reasoning errors such as the ones we recently examined in class? E.g., slippery slope, name calling, avoiding the issue, causation fallacy, conflict of interest, etc.?Any other problems with the argument more generally?Try not to spend too much time on this. Remember that a rhetorical analysis is meant to be an objective*examination* of an argument—not necessarily an *evaluation*of that argument. But you can devote a segment of your paper to finally assessing the film a bit, especially if you strongly disagree with the argument which the author makes.**V. Conclusion** This can be brief, and might actually be folded into IV. above.  **Tips and Reminders**    Don’t forget transitions between your paragraphs and between segments of your paper! They help your reader follow your thinking.    Edit for clarity and proofread for mechanical errors.    For info on how to format and paginate a college essay, see Purdue OWL’s website  |
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