

# THE RHETORICAL SITUATION

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## What is the rhetorical situation?

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This particular concept has been defined countless times by many individuals, one of them was Aristotle, who defines rhetoric as “the art of discovering the available means of persuasion”. However, in college, rhetoric represents anyone trying to effectively communicate something to someone else given that this is fundamental in a great number of courses. Therefore, the rhetorical situation is **any specific situation, purpose, audience, type of text, academic field, class, etc**, that dictates the way writing is executed.

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## Genres and primary aspects of any rhetorical situation

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In rhetorical situations, **genres** refer to typical responses to a recurring rhetorical situation that has evolved over time-- and continues to evolve. Meaning that a genre represents any situation that happens constantly-- grocery lists, journals, etc.

And finally, given the complexity of rhetorical situations, these include the following primary factors:

- **Purpose:** It refers to the goals set or given to fulfill by the writer. In college, the purpose depends on what the students desire to accomplish with their writing or what they are provided with by their teachers.
  - **Audience:** In college, teachers are often the primary audience. However, they can take different roles depending on the situation or objectives of the writing.
  - **Persona:** It refers to the use of voice, stance, tone, style, formality, etc, by writers to present themselves to the audience. Due to the setting in college, it will be common to take a formal approach, nonetheless, it depends on the situation.
  - **Text:** Any form of written communication-- Web site, blog, brochure, research paper, etc. But since communicating in college means more than just the written word, college communication is more commonly described as “academic discourse.” Which, although it varies from community to community, it essentially is all types of communication.
  - **Context:** It refers to all the broader social, cultural, and historical factors that influence writing. When writing in college this depends on many different factors-- experiences, background, etc.
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## A word of advice

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Any student during their time in college will encounter different challenges that depending on their interests, major, or many other factors, will shape their writing. Therefore, it is crucial to receive some advice to avoid certain misfortunes.

- **Read:** It is important that students read inside and outside of the classroom since it increases the student's general understanding and awareness.
- **Write for an audience:** Establish common ground, write to close any knowledge or attitude gaps between the writer and the reader.
- **Revise and rewrite:** It is crucial to revise your writing as there is always room for improvement, and lastly, adjust the writing accordingly.