**Instructions**

In order to really analyze any text, it’s essential to read it multiple times.

Be sure to open the same speech you chose last week and read it again, but this time, look for specifics about the structure of the speech, the rhetorical appeals, and other smart things the author does to connect with the audience. Then, you’ll be ready to write a solid three-part thesis that will be part of the introduction for your Rhetorical Analysis.

STRUCTURE

Write a “Reverse Outline” for the speech. In other words, read each paragraph of it and write down the main idea of the paragraphs. It’s okay to combine very short paragraphs.

As you do this, you should notice more about whether or not the author has a clear way of connecting ideas. They may have three major points, or they may include a story with a beginning, middle, and ending. They may take a classical argumentative approach where they give their side of the debate and then address the other side, or they may go back and forth between pros and cons of an issue. Whatever the structure, it’s important to map it out so that you can better evaluate the rhetorical appeals and overall effectiveness of the speech.

**TITLE of the SPEECH:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**AUTHOR/SPEAKER:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**DATE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Paragraph 1 (Introduction)*

*Paragraph 2*

*Paragraph 3*

*Paragraph 4*

*Paragraph 5*

*Paragraph 6*

*Paragraph 7*

*Paragraph 8*

*Paragraph 9*

*Paragraph 10*

(Add more as needed)

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| RHETORICAL DEVICES | Notes: |
| **Allusions:** How does the speaker make connections to others’ ideas, historical events, or well-known people? Famous literature (novels, plays, stories)? Popular culture (celebrities, movies, commercials, sports, etc.)? If there are not allusions, what could the author have included to be more effective? |  |
| **Comparisons:** How does the speaker use comparisons? Are there metaphors or similes to influence the way the audience thinks/feels about their message? If there are not comparisons, what could the author have included to be more effective? |  |
| **Repetition & Parallelism:** How does the speaker use parallelism or repeated phrases/ideas to make their message more interesting, memorable, and/or appealing? If you don’t see these strategies, where do you think the speaker could have included repetition or parallelism to make the message more effective? |  |
| **Rhetorical Questions:** How does the speaker use any questions to get their audience to think about their message? Do they use questions to get the audience to silently agree with them (questions where the only obvious answer is “yes” or “no”)? If you don’t see any rhetorical questions, what do you think the speaker could have included to be more effective? |  |
| **Other:**  What else does the speaker do with language, tone, or other devices to appeal to their audience?  For example, does the speech’s beginning match up with its ending? |  |