INTRODUCTION

To write an effective introduction for a rhetorical analysis, you must give context. This context can include information about the speaker, timing, and situation.

In the box below, brainstorm some points of context you could include in your introduction.

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| President Donald Trump, "Commencement Address at Liberty University"  Context:  Given on May 13, 2017, from Liberty University in Lynchburg, Virginia.  It was given to the graduating class of 2017.  First initiation address as President of the United States.  Addressed before the Christian audience in a university best known for its evangelical values. |

THREE PART THESIS STATEMENT

After giving context, it’s important to signal that you will be giving a rhetorical analysis of the speech you’ve chosen. You can do this by considering three questions as you write your thesis.

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| My answers to the thesis questions:   1. What was the purpose of the speech?   The main purpose of the speech was to inspire and motivate the present graduates by emphasizing how faith is important , perseverance, and patriotism as well.   1. Was the speech effective at fulfilling that purpose? Not effective? Somewhat effective but also somewhat ineffective?   The speech was effective since it fulfills its purpose, by resonating well with the audience by aligning with their values and beliefs.   1. How do you know? In other words, what rhetorical appeals or strategies did the speaker use to reach their audience and achieve their purpose? (Give a brief overview of the main points you will make in your analysis that show why the speech was effective or less effective.)   President Trump uses rhetorical appeals such as ethos where he establishes his credibility, pathos by invoking emotional responses related to faith and patriotism, and logos by presenting logical arguments in relation to perseverance and success. He also uses repetition, personal anecdotes, and direct address hence engaging the audience. |

INTRODUCTION AND THESIS

Now try to combine your brainstorm for the introduction with your answers to the thesis questions into one strong paragraph.

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| My introduction and thesis:  On May 13, 2017, President Donald Trump delivered his first initiation address as President of the United States from Liberty University in Lynchburg, Virginia. Speaking before the graduating class of 7 at a university best known for its strong evangelical values, Trump’s aim was to inspire and motivate the graduates by emphasizing how faith, perseverance, and patriotism are very important. The speech was effective since it fulfills its purpose, by resonating well with the audience, by aligning with their values and beliefs. By the use of rhetorical appeals like ethos, pathos, and logos, as well as strategies like repetition, personal anecdotes, and direct address as well, President Trump successfully engages the audience thus reinforcing the key messages of his speech. |