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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| Author/Title of the speech I will analyze:  Context: |

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? 2. Was the speech effective at fulfilling that purpose? Not effective? Somewhat effective but also somewhat ineffective? 3. 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.) |

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: |