



Rhetorical Analysis

ENGL 1100

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What is rhetoric?

- ▶ Art or study of persuasive communication– writing or speech
- ▶ Having a command over language
- ▶ Use of figures of speech and imagery
- ▶ Having an impressive effect on audience
- ▶ Examining “content” and “form”– “what” is being said and “how” is it being said
- ▶ “how” part- methods and means of communication– figures of speech/imagery etc.

What is rhetoric appeal?

- ▶ Contains three elements of the art of persuasion– ethos, pathos, and logos.
- ▶ Ethos- appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.
- ▶ Pathos-appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.
- ▶ Logos- appeal to logic, and is a way of persuading an audience by reason.

Examples of ethos

- ▶ As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results.
- ▶ If his years as a Marine taught him anything, it's that caution is the best policy in this sort of situation.
- ▶ Doctors all over the world recommend this type of treatment.

Examples of pathos

- ▶ If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?
- ▶ You'll make the right decision because you have something that not many people do: you have heart
- ▶ I'm not just invested in this community – I love every building, every business, every hard-working member of this town

Examples of logos

- ▶ In 25 years of driving the same route, I haven't seen a single deer.
- ▶ Research compiled by analysts from NASA, as well as organizations from five other nations with space programs, suggests that a moon colony is viable with international support.
- ▶ The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas

Identify ethos/pathos/logos in the following advertisements

i am

a neighbor

a friend

a mentor

a sister

and a
Tennessee Law
Enforcement
Officer.

Ordinary people with
extraordinary jobs.



Tennessee
Association of
Chiefs of Police



The Snuggie

Snuggie... the blanket with sleeves! Blankets are OK but they can slip and slide, plus your hands are trapped inside. The Snuggie keeps you totally warm and gives you the freedom to use your hands. Work the remote, use your laptop, or do some reading in total warmth and comfort!

**SUPER SOFT
LUXURIOUS
FLEECE!**



The Snuggie Features:

- Super Soft Luxurious Fleece
- One-size Fits All
- Available in Burgundy, Royal Blue and Sage Green



Why is rhetoric important in writing studies?

- ▶ To help think logically
- ▶ Discover wrong and weak arguments
- ▶ Build a good case for a controversial topic
- ▶ Impress or win your audience

Things to consider when writing a rhetorical analysis

- ▶ **S**peaker
- ▶ **O**ccasion
- ▶ **A**udience
- ▶ **P**urpose
- ▶ **S**ubject
- ▶ **T**one

Speaker

- ▶ **The voice that tells the story.** Before students begin to write, they must decide whose voice is going to be heard. Does this voice belongs to a fictional character or to the writers themselves?

Occasion

- ▶ What is the **Occasion? The time and the place of the piece; the context that prompted the writing.** All writers are influenced by the *larger occasion*: an environment of ideas, attitudes, and emotions that swirl around a broad issue. Then there is the *immediate occasion*: an event or situation that catches the writer's attention and triggers a response.

Audience

- ▶ Who is the **Audience? The group of readers to whom this piece is directed.** As they begin to write, students must determine who the audience is that they intend to address. It may be one person or a specific group. This choice of audience will affect how and why students write a particular text.

Purpose

- ▶ What is the **Purpose? The reason behind the text.** Students need to consider the purpose of the text in order to develop the thesis or the argument and its logic. They should ask themselves, “What do I want my audience to think or do as a result of reading my text?”

Subject

- ▶ **Students should be able to state the subject in a few words or phrases.** This step helps them to focus on the intended task throughout the writing process.

Tone

- ▶ **The attitude of the author.** The spoken word can convey the speaker's attitude and thus help to impart meaning through tone of voice. With the written word, it is tone that extends meaning beyond the literal, and students must learn to convey this tone in their diction (choice of words), syntax (sentence construction), and imagery (metaphors, similes, and other types of figurative language). The ability to manage tone is one of the best indicators of a sophisticated writer.



Remember SOAPSTone!