**Rhetorical Analysis Guide**

When you make a claim about the text you’re analyzing, it’s your responsibility as a writer to support that claim with evidence, meaning that you should be citing from the article itself to show your readers how you know the article is using rhetoric in the way(s) you say it is. When you don’t know the answer to a question, it’s your responsibility as a writer to try and find out, which usually means finding (and citing) information from the internet or other sources.

**Before you write:** Consider the rhetorical situation of *your* rhetorical analysis project. Who is your audience? What is your audience likely looking to gain or learn by reading your analysis? What does your audience need from you (the writer) in order for that learning to take place? How can you make sure you’re meeting your readers’ needs in your writing? Use the following guide to appeal to your audience.

**Rhetorical Appeals\***

**How the rhetor crafts or manipulates the argument to convince their audience.**

***Ethos***

* In what ways does the rhetor use their own credentials or experiences to craft their argument? What point(s) is the rhetor trying to make by doing this? Explain your reasoning and cite specific examples.
* In what ways does the rhetor use the credentials, popularity, or experiences of others to craft their argument? What point(s) is the rhetor trying to make by doing this? Explain your reasoning and cite specific examples.

***Logos***

* In what ways does the rhetor use sound reasoning, in the form of logic, facts, statistics, etc., to craft their argument? What point(s) is the rhetor trying to make by using these facts? Explain your reasoning and cite specific examples.

***Pathos***

* In what ways does the rhetor appeal to the audience’s emotions to craft their argument? What does the rhetor want the reader(s) to feel? How do you know? And what point(s) is the rhetor trying to make by making readers feel this way? Explain your reasoning and cite specific examples.

***Kairos***

* In what ways does the rhetor use the timing of particular events, movements, situations, etc. to craft their argument? What point(s) is the rhetor trying to make by doing this? Explain your reasoning and cite specific examples.
* In what ways is the timing of the article’s publication significant regarding the cultural, historical, or scholarly moment at the time? What makes this timing significant for readers? Explain your reasoning.