

Rhetorical Analysis Worksheet

- Define your communication goals:

- What do you want to communicate?

I would like to communicate my side of the argument truthfully but also carefully to not get backlash from my opinion.

- What is your reader's profile (attitudes, professional role, personal/cultural characteristics, etc.)?

My reader's profile is she is the CEO of the company and is asking for opinions. This is a very good way to go about deciding a big policy such as this because it gives the employees a voice.

- Who are the stakeholders and how will your communication affect them?

The stakeholders is everyone at the company and my communication could help sway her to decide not to start random drug tests.

- What do you already know about your topic? What would you need to find out?

I know quite a bit about the subject because I have worked at both a place that drug tests and a place that does not. I realize the benefits and downfalls to each side but my position is that I wouldn't want to be drug tested randomly. Not because I use drugs frequently but I feel that unless drug abuse affects my work progress then it should not matter what I do outside of work.

- What questions or concerns might your readers have? How would you address them?

Concerns that the CEO could have would be workers coming in under the influence of drugs or drugs affecting employees work. I would address them by talking about how if someone is willing to let their drug abuse affect their work a drug test would come to the same end result of firing them as would firing them for not doing their work timely or properly.

- What strategy can you use to make your communication persuasive?

I can make my communication persuasive by not avoiding the counterarguments but discussing them head on and disputing the claims that the other side could have.