Rhetorical Analysis Worksheet

Text: Book Signing with the author of Camp Good Days, Lou Buttino! – This Friday, 9/25

The Writer or Speaker (his/her voice or persona):

* How does the author present himself or herself?
  + There isn’t one particular author in this email since it’s from the RIT Message Center, but they do
* Is the author familiar with the subject? How can you tell?
  + Yes because they provide a background on the formation of Camp Good Days and the author and they provide enough information for people with no knowledge of the organization.
* How does the author show good judgment or a broad perspective?
  + They don’t give too much information on the event itself, but they do provide the background and seem to support the organization since it was made in Rochester.
* Is the author reasonable? How can you tell?
  + They do seem reasonable because they aren’t forcing everyone attending RIT to visit the book signing.
* How does the author treat those who disagree?
  + They don’t state anything about not attending and instead are just providing an opportunity for students to meet a man who created an organization that has changed so many lives locally.
* How does the authors value others’ welfare?
  + They set the book signing at a certain time where most students are free, around 2-5pm, so it allows more people to attend but they don’t force anyone to attend.
* How does the author treat the reader?
  + Since this email was targeted towards students, the writers were writing to inform students of an opportunity to explore the college and meet more people. The title of the email has an “!” at the end, which gives the tone of something really fun and great to see, but the authors weren’t persuading any specific readers to attend.
* How does the author use ethos?
  + They do provide background information and give the date and time of the book signing, which shows the email was informative and credible.
* What did you expect to see what was not on the page? How does the author distract your attention from this?
  + On the flyer, I was expecting a current photograph of the organization or its logo, just to give the readers a visual of Camp Good Days. Other than that, I expected a book because that was the main purpose behind the email as well as the author, Lou Buttino.

The Audience

* Where is this published/distributed? What does that say about this work?
  + It was distributed throughout the RIT emails of all the students and it shows that this email wasn’t meant to be formal and instead was supposed to relate to the readers and make it more convenient for them to access it.
* What are the characteristics of the audience? How can you tell? Consider:
  + Race, age, sex, physical characteristics, habits 🡪 numerous races, all different ages, primarily 18-25(stereotypical college age), numerous physical characteristics and numerous habits
  + Economic or educational level 🡪 they’re students so not much money and still in college
  + Religious or educational level 🡪 different religions and still pursuing an education
  + Ethnicity, citizenship, location 🡪different ethnicity and citizenship, location would have to be around the college, whether on campus or off campus.
* What reader needs, values, or beliefs are presented here? How can you tell?
  + Since this is the general RIT email sent to students, most students are going to be looking forward to this email, but the title may lead to some students checking if they have time to visit the event. Since the date and time is given, the readers and check and see if they are free and can attend.
* How does the author use pathos?
  + The tone of the writing is very happy and filled with excitement. They talk about the organization with a lot of admiration and use excitement to talk about the book signing.
* How should the audience use information about opposing views?
  + There isn’t really much of an opposing view on this topic. The only alternative to supporting this event is not attending. Those are the two choices given to students.
* Is the reader encouraged to examine or question the opposition’s motives?
  + Since the alternative is not attending, the students can debate whether they have time and are even interested in attending the book signing.

The Message (i.e. the text)

* How is this work organized? What are the cues to this organization?
  + The attached picture is almost like a flyer so its colorful and contains a title in big, bold letters.
* Does the organization work?
  + I think it does because the first thing you see is the title and that draws you into the rest of the reading. It’s similar to how most flyers are made.
* What claims are made? Are these claims strong, obvious?
  + The claim in this email is simply to inform the audience about a book signing and that it’s on a certain day and at a certain time.
* What evidence is used to support the claims?
  + They provide the information right on the flyer and include it in the subject of the email as well.
* How does the author use logos?
  + They include the location, date and time of the book signing to inform the readers about the event.
* Is there a pattern to word choice or word order? Is the language simple or complex? Are terms defined?
  + The language is really simple so it can be a quick and easy read for students checking their email. The word order throughout the entire email is really simple and easy to follow.
* What is the style of this work? How is this style created? Does the style of this piece resemble that of other works?
  + The style is very informal just like other flyers that are handed out or shown to people. They deliver information in short sentences or paragraphs to make it quick and easy to understand what is going on. This email is the same way and briefly explains the event and its background.
* What does this work look like? Is it neatly done? Does it use the page well? How does the font interact with the text? Is there white space one the page? Are there relations between parts of text?
  + The main aspect of the email is the image which is the flyer and it its’ neatly organized and spread out. The words aren’t difficult to read and the title is big enough to catch the eye. I think the photographs and placed in the right spots because they can be observed but aren’t the absolute center part of the entire flyer. The title is the main part because the reader can make some observations before reading it.