**Rhetoric**

* Rhetoric is the act of interpreting our experiences through symbols for the purpose of making sound practical choices.
* Rhetoric…the art of producing discourse intended to induce social action…The search for **persuasive appeals.**
* **The Rhetorical Situation**: The **message** alone is inadequate for effective communication…the **speaker** and the **audience** are also essential components.
* **The Rhetorical Triangle:**

Audience

Writer/Speaker

Dynamic

Relationship

Subject

* **3** Elements of **The Rhetorical Situation**:
  + **The audience**: those who are going to use your document
  + **Purpose**: what you want your document to accomplish
  + **Context:** the circumstances in which the reader will use or encounter your document.
* There are two kinds of audiences:
  + **Simple**: when you can easily identify the knowledge attitude of your audiences.
  + **Multiple**: people with different backgrounds, interests or attitudes.

**A Writer’s Purpose**

Being by determining what you want to accomplish.

* First, establish ethos   
  (do your homework)
* Second, anticipate the objections   
  (helps build your ethos because you raise and address other viewpoints.)

What did you do?

How did you do it? (Steps)

What were the results? (Outcomes)

\*\* Never use “worked” and/or “responsible for”