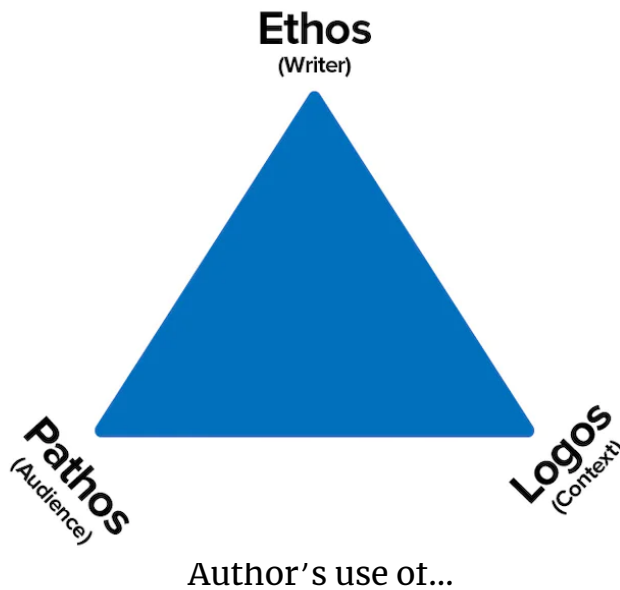


Rhetorical Analysis Guide

Writing Center Hours: 8:30 AM - 8:30 PM M-Th,
 8:30 AM - 4:30 PM F, 1:00 PM - 5:00 PM S-S
 Email: okc.tutoring@okstate.edu
 Phone: 405-945-3278

Definition: A rhetorical analysis calls for you to analyze the rhetorical features in two texts, comparing and contrasting them. This is similar to the critical response, but it calls for more analysis between the two texts.

Rhetorical Critique:



Pathos	Ethos	Logos
The audience feels an emotional connection to the writing.	The writer is credible and generates work with great style/tone.	The context of the work includes factual evidence or logical arguments.

Kairos:

Much like Ethos, Logos, and Pathos, Kairos connects the text to a specific time and place. This means that the text is relevant only to that time and place, often leaving room to critique outdated information or establishing great credibility for particularly relevant information.



Rhetorical Analysis Guide



Writing Center Hours: 8:30 AM - 8:30 PM M-Th,
8:30 AM- 4:30 PM F, 1:00 PM - 5:00 PM S-S
Email: okc.tutoring@okstate.edu
Phone: 405-945-3278

The author's use of Pathos (is / is not) effective because...

Reason: _____

_____.

The author's use of Ethos (is / is not) effective because...

Reason: _____

_____.

The author's use of Logos (is / is not) effective because...

Reason: _____

_____.

The author's use of Kairos (is / is not) effective because...

Reason: _____

_____.

Angle of Vision:

How does the author reveal their perspective on the topic? Is it stated directly or only implied? What details are included or omitted, and what is the effect of those choices? How do word choices and sentence structures contribute to the development of a specific angle of vision?

Think of Angle of Vision as the author's potential biases



Rhetorical Analysis Guide



Writing Center Hours: 8:30 AM - 8:30 PM M-Th,
8:30 AM - 4:30 PM F, 1:00 PM - 5:00 PM S-S
Email: okc.tutoring@okstate.edu
Phone: 405-945-3278

Analyzing Genre:

What is the apparent genre of the text? What are the conventions of that genre?

Consider the following:

- Typical length
- Style
- Tone
- formatting/design
- Whether & how sources are cited

Are there any special features?

(For example, a digital text allows for easy and frequent updating. Some digital texts might even be interactive!)

Analyzing Author's Purpose:

Authors write with a specific purpose in mind. Generally, it is one of the following:

- Writing to Inform
- Writing to Persuade
- Writing to Entertain

What is the author's purpose in text 1? _____

What is the author's purpose in text 2? _____



Rhetorical Analysis Guide

Writing Center Hours: 8:30 AM - 8:30 PM M-Th,
8:30 AM- 4:30 PM F, 1:00 PM - 5:00 PM S-S
Email: okc.tutoring@okstate.edu
Phone: 405-945-3278

Analyzing the Intended Audience:

Authors write with an audience in mind. In order to understand the audience for your texts, answer the following questions for each one:

Question	Text 1	Text 2
<ul style="list-style-type: none"> Who is the intended audience? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> How busy are they? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> What are their motives for reading? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> What is the relationship between the author and the audience? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> What knowledge does the audience already have? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> What knowledge do they need? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> How interested would you expect the audience to be? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<ul style="list-style-type: none"> What attitude would you expect the audience to have about the text's central idea(s)? 	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

Rhetorical Analysis Guide

Writing Center Hours: 8:30 AM - 8:30 PM M-Th,
8:30 AM- 4:30 PM F, 1:00 PM - 5:00 PM S-S
Email: okc.tutoring@okstate.edu
Phone: 405-945-3278

Compare and Contrast:

Now that you have analyzed these rhetorical features, it is important to compare and contrast the two texts with each other. What do they do similarly, and what do they do differently?

Venn Diagram

DIFFERENT

SAME

DIFFERENT

