SPACE-CAT: A Rhetorical Analysis Strategy



S	**Speaker** Who Wrote This? What do we know about him/her? What DON'T we know about him/her? Does this text have a particular meaning because of who wrote it or said it?	• Puritan Preacher • Revivalist – Instigated the First Great Awakening, a return to religious purity • Strict personal morality
P	**Purpose** What is the author hoping to accomplish by putting this into the world? Remember main idea or thesis is NOT THE SAME as purpose.	• Warns of the presence of sin, even in the church • Warns of God's wrath and anger towards man, even those in church • Attempt to gain fellowship
A	**Audience** Who was the audience for this piece? Was that the intended audience? What did the author assume about the audience? How do these assumptions impact what is said, and how it is said?	• Puritans who have strayed from the church • Puritans within his congregation who believed themselves saved because of their attendance • Anyone not baptized, specifically by Edwards himself
C	**Context** What was happening in the world when this text/ was produced? What were the biggest issues on the author's mind at the time? Is he/she addressing these issues directly or indirectly? How would this same text be received differently by a different audience or in a different time?	• Perceived corruption of the church causes the "City on the Hill" to crumble and falter • Many abandon3d the church for a personal relationship with god • Sin, in the form of ignoring the strict Puritan interpretation of the bible and "the elect" • Witchcraft and witch hunts taking over early colonies, symbolic of the widen presence of sin
E	**Exigence** Why write or say this NOW? What was the spark or catalyst that moved the writer or speaker to act?	• America's First Great Awakening, a call for the return to a strict personal morality, a return to church

C	**Choices** Why does the author make each choice? Why are certain devices used?	• Diction – overwhelming violent word choice and repetition creating a fearful and anxious mood • Syntax – long, complex, amplified sentences with varied punctuation are verbose and do allow for audience reflection, consideration or thought • Accusation – aggressive use of derogatory statements, blame, and a general tone of anger both of God and Edwards himself
A	**Appeals** How does the author appeal to the audience? • Appeal to Emotion (Pathos) • Appeal to Authority/character (Ethos) • Appeal to Logic (Logos)	• Pathos – violent imagery of a flaming hell, and of man precariously held in god's hands instills fear and shame, intended to motivate audience • Ethos – Edwards offers himself a salvation, a direct comparison of himself to Jesus • Logos – If/Then offering
T	**Tone** What is the author's attitude toward the subject? How do you know what his/her attitude Is? Where is the evidence? Where does the tone shift? When? Why?	• Primarily accusatory and insightful fear mongering • Tonal shift to celebration and hope associated with Edwards own self promotion