

Rhetorical Analysis Worksheet

Note: you'll have to make a copy of this document (under the "file" menu) in order to type into it

Bibliographic information of the source:

Use these questions to help you organize the rhetorical analysis. It will also help you understand and explain (give an example) why you think it was successful or not.

Questions to ask	Your response
<p>Who's the author? What do we know about this person? This organization? How do we know that (figure it out from the language they use, from the creator of the website, from research and information from somewhere else)? What is their attitude toward the subject or the world in general? How do we figure that out? What is their authority for writing this?</p>	
<p>Who's their audience? Who is the primary audience? What other audience besides a primary one might there be? What makes you say that? What audiences do you think the author is ignoring?</p>	
<p>What's the occasion? Why did the author create this text at this particular moment? What is the context? Where was it shown/published?</p>	
<p>What's the purpose? What was the author trying to accomplish?</p>	

<p>What's the genre? Why use it?</p> <p>What made this genre the best one to address their audience? What are the conventions of this genre – the things everybody expects to find? How does this author change some of those conventions? Why did they change them? If it's a visual genre (video, photo), how do the arrangement of elements, use of color, etc., work to create an impact? If it's a podcast or audio genre, how is sound used (music, etc.)?</p>	
<p>What is the tone?</p> <p>How can you tell the creator's feelings by the words and phrases, or the visuals and audio, that were chosen? What appeals (logos [use of facts], pathos [use of emotion], ethos [credibility of author or information]) did they choose? Why did they choose those? Did they work for that audience?</p>	
<p>Some more questions:</p> <p>Currency: Is it timely? Does when it was written matter?</p> <p>Relevance: Does it help you answer your question?</p> <p>Accuracy: Can you verify this information anywhere else? Is there evidence to support their position? Have they cited other authorities/experts?</p> <p>More on purpose: Does this seem like true information? Propaganda? Opinion? What about the language tells you that?</p>	