

Rhetorical Analysis: President Bush's Speech, September 20, 2001

1. What is President Bush's **message**?
2. What is his **purpose**? What ideas does he want his **audience** to accept?
3. What are his **motives**, both revealed and hidden?
4. Evaluate his use of **appeals** in this speech. To what emotions/beliefs/convictions does he appeal?
5. What **ideology** does this rhetoric seek to transmit?
6. How does this rhetoric impact you **as an audience member**? Is George Bush's speech rhetorically **effective** *for you*? Why or why not? (Hint: What must be true for the rhetoric to be effective?)
7. What **response is Bush's rhetoric inviting** from different audiences?
8. How does the speech **shape the knowledge** of its audience?
9. What **foreign policy** does he seem to be proposing/introducing in this speech?