

NAME(s) _____

Analyze the *rhetorical situation* of each website. Click around and explore specifics!



Plastics Make it Possible

Context and Purpose

Why might this website exist?

What purpose does it serve? What seems to be the *exigency* of the rhetorical discourse?

What larger timely societal conversation might this rhetoric be situated within? (*kairos*)

Message

What kind of data and information are presented on the website? (*logos*)

What is the implied *message*? (What is the website trying to “convince” its audience of?)

Communicator (speaker or author)

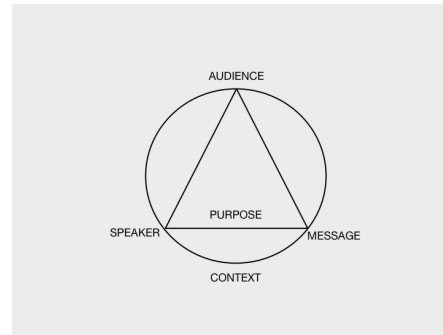
How does the website establish its own credibility? What indicators do you see that you should trust the source of the information? (*ethos*)

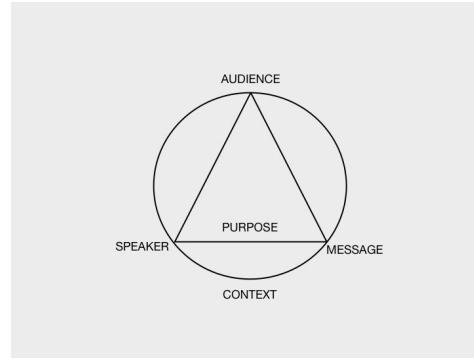
What *tone* (attitude) does the discourse take towards its subject?

Audience

How might the website be trying to appeal to the audience’s emotions and/or values? (*pathos*)

Reflect on how this rhetorical transaction impacts you personally as audience members. Is the message effective? If so, what makes it convincing?





Ocean Conservancy: Plastics in the Ocean

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