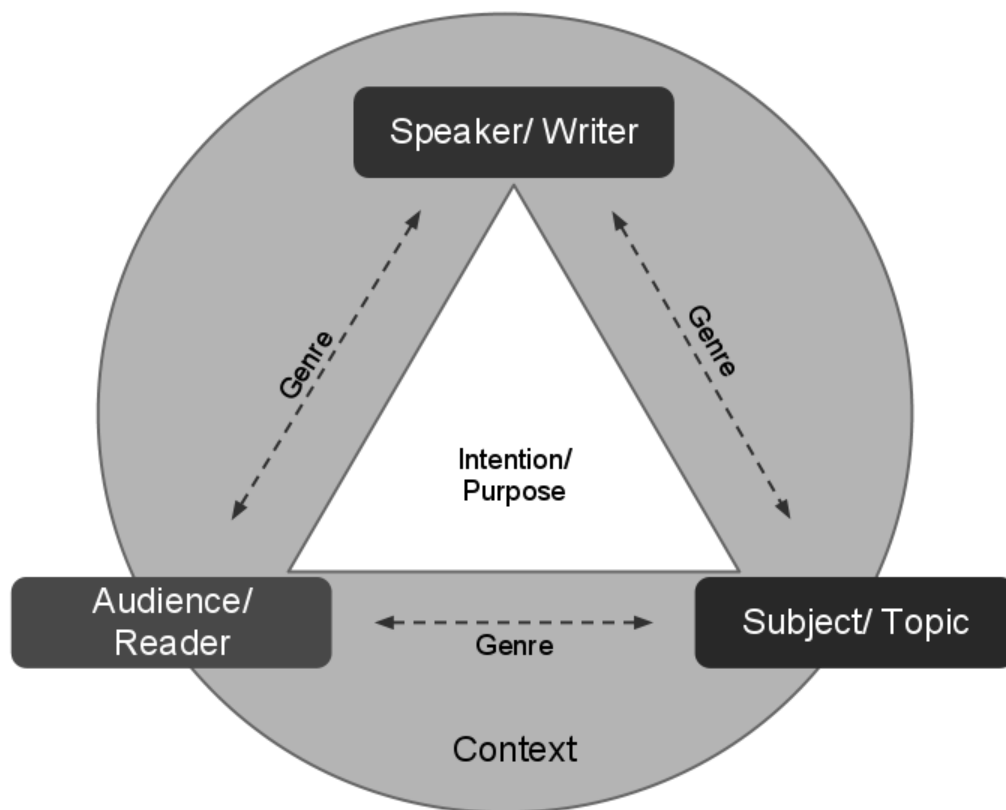


Understanding the Rhetorical Situation

Rhetoric is always situational--the language we use is dependent upon the occasion, the purpose, the audience, the context, and lastly the speaker or rhetor. The most skilled rhetors carefully choose their language to suit all of these aspects. This relationship can be represented visually with the **RHETORICAL TRIANGLE**:

Rhetorical Triangle



SOAPSTone: Another way to analyze texts is to use SOAPSTone (Subject, Occasion, Audience, Purpose, Speaker, Tone):

S ubject	What is the subject of the text?
O ccasion	What is the occasion of the text? The time, place when it was written or spoken? What is the context for this text?
A udience	Who is the audience? Who are the intended and unintended audiences? How does the audience feel about this rhetor and subject? Is the audience empathetic, sympathetic, antithetic (against), apathetic (indifferent)?
P urpose	What is the purpose of the text? What is the rhetor's goal?
S peaker	Who is the speaker/rhetor? Has the rhetor adapted a particular persona for the text? Who is the speaker for the purpose of this text?
T one	What is the tone of the text? What emotions are communicated in the text? How are those emotions communicated?