

Rhetorical Analysis

- Rhetoric = the effective use of language and the study or analysis of how language is used to communicate effectively.
- Rhetorical Devices = the techniques or strategies a writer uses to convey a message to their audience.

Rhetorical Appeal	Meaning	Example
Logos (Logic)	• An author will appeal to the audience through evidence and/or facts (i.e., the author includes data or statistics which supports their argument)	According to the latest study, 85% of students who use active learning techniques perform better on exams compared to those who rely solely on lectures.
Pathos (Emotion)	• An author will appeal to the audience through emotions, pity, or passion. This appeal usually works to strengthen the ideas of the author's target audience (i.e., the author tells a sad story to capture the attention of the audience)	The Carl's Jr. burger commercial targets male customers through large images of messy burgers, the appearance of women, and humorous situations.
Ethos (Ethics)	• Calls on the character, credibility, or reliability of the writer. • May offer credible sources and/or has experience with the subject of their argument (i.e., the writer establishes credibility in their argument against Vape pens by revealing that they are a doctor)	As a hockey coach with 15 years of experience, I know your skills will decline if you keep skipping practice.
Kairos (Timing)	• Author chooses the appropriate or opportune time to insert themselves into a conversation. • Call to immediate action, presenting an opportunity as temporary, and by describing a specific moment as propitious or ideal.	In his speech, the environmental activist highlighted the alarming rise in ocean temperatures and pollution levels just as the city council was debating new environmental regulations, urging the community to take immediate action.

Writing a rhetorical analysis essay: This is an essay in which the writer makes a claim about an author's argument A discussion about whether the author's rhetorical devices successfully (or not) communicate the author's argument

1. Summarize the text to understand the author's main argument and identify the rhetorical or stylistic tools used.
2. Since this is an analysis, you must understand both what the text says and why it says it. Your focus should be on how the text delivers its message (e.g., How is the argument communicated? Who is the intended audience?).
3. Use examples from the text as evidence to support your thesis and analysis.

