



Rhetorical Analysis

The Rhetorical Triangle has three parts: Text, Author, Audience. Once the author release his text, it is not longer his. It is subject to whatever Time and Place an audience receives it. As academic writers you will be asked to solve an equation: What do the piece of a textual puzzle tell you? Having a reaction is not enough; creating an opinion is only a start. Successful analysis comes only from disciplined consideration, and starts by asking “What is the author’s literary space?”

S(ituation)	Circumstances for writing. Is it a picture, a speech, a book, an essay? What about his circumstances prompts him to respond? What are the historical elements that effect the author’s worldview? Why is he writing this text?
P(urpose)	Ethos (credibility), Logos (logic), Pathos (emotion). Was the authors asked to do something, did they do it for another reason, and what is the primary emotion associated with the text? Is the author trying to persuade, teach, entertain?
A(udience)	Who receives this message? Who is the primary audience -- those who the author speaks to directly? Who is the secondary audience -- those who might be persuaded by either word of mouth or by hearing the message of others? How does this audience effect the choices the author makes?
C(onvention)	Style: how does the author compose their work? What kind of sentences do they use? What kind of diction (word choice) do they use? How do they string the words together (syntax)? What kind of devices do they employ? Which Rhetorical Mode is most evident?
E(valuation)	The most important of the SPACE sequence: What do you think? The result of your study should bring you to an opinion. This is your Major Claim (or Thesis). Should take the form of a Rhetorical Mode.