

PURPOSE:

(What is the purpose of this piece? What is the writer trying to accomplish? Why is this topic important to the writer? To the community?)

ARGUMENT: (What is the thesis/message? Is it stated or implied?)

Rhetorical Methods and Strategies

1. Logical (logos)
What kind of logic (evidence or arguments) is used to persuade the audience?

2. Emotional (pathos)
What kind of emotional appeal is used to inspire strong feelings, positive or negative?

AUDIENCE:
(Who is the Intended Audience? Who was meant to see/read this when the creator made it?)

PERSONA:

(What persona (public image) is the writer giving? What kind of feeling does the assigned speaker/symbol reveal?)