***RHETORICAL ANALYSIS:***

A Basic Guide to What Every Writer Should Know

What is ***RHETORIC*?**

***RHETORIC*** is

***“The art of using language as a means to persuade.”***

When composing the ***Expository Essay***, you should be familiar with the following ***rhetorical devices/strategies*** as well as each devices’ **intended effect** when used in a text.

***Diction Syntax Tone Imagery***

(word choice) (sentence structure) (manner something (appeals to senses)

said or implied)

***Figurative Language***

(metaphor, similes, alliteration, repetition, etc.)

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The ***Appeals*—**the “mega-tools” of rhetoric. The appeals are the manner with which the author connects with his or her audience. **Note:** The Appeals must not be confused with the rhetorical devices. The Appeals are created by the rhetorical devices.

***Ethos: Argument by character\****

***Logos: Argument by logic***

***Pathos: Argument by emotion***

\*Aristotle called *ethos* the most important appeal of all – even more important than *logos.* He believed an individual’s *logic* was formed and based on his *ethics.*

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***Organization***

(The structure of the passage – i.e., sentence/paragraph length, etc. The manner in which a passage is organized is a “visual” or a “picture” that needs to be considered when rhetorically analyzing a piece.)

**Rhetorical Analysis: *HOW* vs *WHAT***

The best writers are rhetorically aware that effective, quality composition involves, first, the *HOW*, then the *WHAT*.

The *HOW* is an awareness of the textual organization of a piece (word choice, a sentence’s grammatical structure, sentence length, paragraph length, etc.). Simply, *how* does the text appear on the paper? How is the poem, the opinion editorial, the short story, the song, the speech intentionally organized?

The *WHAT* is the text’s message. *What* does the text say? *What* story does the poem, the song, the speech tell us? *What* is the writer’s stance on the subject?