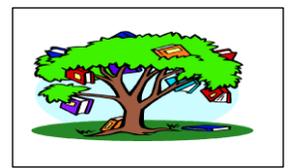


Toward Better Literacy: Reference Outlines



Rhetorical Analysis

A rhetorical analysis essay does not just summarize a piece of writing. It will:

- ✚ Explore how rhetoric works. Rhetoric is the skill of using words to persuade.
- ✚ Discern how ideas are argued and presented.
- ✚ Analyze how the strategies of **ethos**, **pathos** and **logos** work to achieve the author's purpose.
 - An analysis looks at the **goals**, the **techniques** used to achieve those goals, and **examples** of the tools used. The essay discusses of how **effectively** these techniques are employed.

How to Form a Thesis

An analysis is looking at something through the “lens” of a question or questions in order to identify particulars that would answer the question. A thesis is formed by putting together a synthesis of the pieces into a meaningful answer to the question.

Ethos

- ✚ Ethos will establish the credibility and goodwill of the author or source. It is effective if the rhetorician is a “good” person, has experienced what is put forward, or has expert qualifications. Also, it is imperative that the rhetoric be free of intentional fallacies, as these undermine credibility.

Pathos

- ✚ The pathos appeal invokes the audience's emotion. A good rhetorician can create feelings of sympathy, anger, sadness, desire, etc., without those feelings being in the audience before.

Logos

- ✚ The logos appeal is strong if there is respect for scholarship, evidence and reason. Logos works best when the support for the rhetorician's cause comes from external, reliable sources.

Structure of a Rhetorical Analysis Essay

Introduction

- ✚ Start with something striking in the work under analysis to get attention.
- ✚ Provide a background on the rhetorician, as well as a clear definition or statement on their topic.
- ✚ Generally, evaluate the rhetorical devices used, with a map of the points.

Body

- ✚ A topic sentence unifies each paragraph. Consider how you will order the paragraphs: discuss each technique in turn and evaluate the effectiveness in the end; follow the order of the work and note the tools used; discuss what is most effective in one paragraph and least effective in another.
- ✚ Give examples: give a background; quote with the appropriate citation; give a one sentence discussion with the objective of relating it to the thesis.

Conclusion

- ✚ Summarize the techniques and provide an insight into how rhetoric proved to be important to assert the position the author is trying to make.
- ✚ Discuss how to apply and note rhetoric effectively, given what was discussed.