

GUIDELINES FOR RHETORICAL ANALYSIS

(Also look at the components in your DK handbook) You **DO NOT** have to cover each of these points. These are guidelines. This is **NOT** an outline of your project. You need to make decisions based on your thesis, your paragraph linking ideas to your thesis, and your transitions.

YOUR TITLE:

The title of your essay is the first point of contact you have with your reader. What sort of title would describe your paper and distinguish it from other papers written on the same article?

YOUR INTRODUCTION:

- ★ How would you describe the argument of the article? What will you say about the writer, the subject, the context, the audience, and the principle aim/purpose of the article?
- ★ How would you describe the article in one or two sentences? (Do NOT digress into a lengthy summary of the piece.) What is the author's purpose (thesis)?
- ★ What features of substance and style will you focus on in the body of your essay, and why do you consider them so important to the discourse? (This is your thesis.)

FOLLOWING YOUR INTRODUCTION YOU SHOULD HAVE A 1 PARAGRAPH SUMMARY OF YOUR ARTICLE

- ★ Your audience should have a general idea of what the topic of the article is.
- ★ Do not mention whether you agree with the topic or not, this is just a summary of the main points.
- ★ Should only be 1 paragraph, and not a page long paragraph.

YOUR ESSAY'S BODY:

(Analysis follows the description)

DISCUSSING THE CONTENT OF THE TEXT

- ★ How does the writer develop the visual (white space, text alignment, font size, graphs or charts if there are any), and why has she/he chosen these methods of development?
- ★ Which of the persuasive appeals (logos, ethos, or pathos) predominates, and how do these appeals strengthen or weaken the article?

DISCUSSING THE STYLE OF THE ARTICLE

- ★ Which of the following features of style do you consider most important to the discourse and why?
 - Figurative language, symbolism, allusion (biblical, historical etc.), irony
 - Language (including level of diction and tone of voice)
 - Humor
 - Colors
 - Images
 - Size of images
 - Rhythm and repetition
 - Clarity
 - Concision
 - Emphasis
 - Engagement
- ★ How do these particular features of style enable the writer to achieve her/his purpose?

YOUR CONCLUSION:

Use your conclusion to comment on the effect and effectiveness of the article as a whole. How well does the writer achieve the purpose, appeal to the audience, and demonstrate the effect of style on content?

NOTE THE FOLLOWING CONVENTIONS OF ANALYSIS:

- ★ Analyze an article in the simple present tense
- ★ Enclose titles inside quotation marks
- ★ Refer to yourself as "the reader" or "the audience"
- ★ Be objective in your writing
- ★ Support your claims with evidence (examples)
- ★ No I, me, you, us, we, our, etc
- ★ No 'it'
- ★ Keep a formal tone – no slang, no exclamation marks
- ★ Use specific nouns and pronouns (They did this. Who is they?)
- ★ MLA Format
- ★ Underline Thesis