**Rhetorical/Genre Analysis Worksheet**

**Bibliographic information of the source:**

**Brief summary of content:**

***Use these questions to help you organize the rhetorical analysis. It will also help you  understand and explain (give an example) why you think it was successful or not.***

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| **Questions** | **Your Response** |
| **Who’s the author?** What do we know about this person? This organization? How do we know that (figure it out from the language they use, from the creator of the website, from research/information from somewhere  else)? What is their attitude toward the subject or the world in general? How do we figure that out? |  |
| **Who’s the audience?**  Who is the primary audience? What other audience besides a primary one might there be? What makes you say that? What audiences do you think the author is ignoring? |  |
| **What’s the occasion? What is the context?**  Why did the author create this text at this particular moment? Where was it  shown/published? What was going on at the time it was created that made its creation important? |  |
| **What’s the purpose?**  What was the author trying to accomplish? |  |
| **What is the genre? Why choose it?**  What made this genre the best one to address their audience? What are the conventions of this genre – the things everybody expects to find? How does this author change some of those conventions?  Why did they change them? If it’s a visual genre (video, photo), how do the arrangement of elements, use of color,  camera movement, music, connection to current culture, etc., work to create an  impact? |  |
| **What is the tone? How is it written?  What does the author use to convince or inform us?**  How can you tell the creator’s feelings by the words and phrases, or the visuals and audio, that were chosen? For example, what appeals (logos/facts, pathos/emotion, ethos/credibility of the author) did they choose? Was the language objective (fact based) or subjective (emotional)? |  |