

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.

Questions to ask	Your response
<p>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?</p>	
<p>Who's their 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?</p>	
<p>What's the occasion? Why did the author create this text at this particular moment? Where was it shown/published?</p>	
<p>What's the purpose? What was the author trying to accomplish?</p>	
<p>Why choose this genre? 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?</p>	
<p>What is the tone? 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, pathos, ethos) did they choose? Was the language objective (fact-based) or subjective (emotional)?</p>	

