

Rhetorical Analysis: Getting to the Why and How of Rhetorical Persuasion in 6 Easy Steps!

1. Who is the Speaker? What do we know about this person? How do we know it?

4. What is the purpose of this piece? What is the speaker trying to accomplish? How do you know?

2. What is the occasion? What's the context, rhetorical situation, and urgency? Why now?

5. What is the tone of this piece? How can you tell the speaker's stance on the issue by specific words, phrases, or other clues?

3. Who is the audience? What group of people is the speaker trying to talk to? How do you know?

6. What specific claims are being made by the speaker? What assumptions are these claims based on? How is the speaker making their case to the audience, using what examples or appeals?