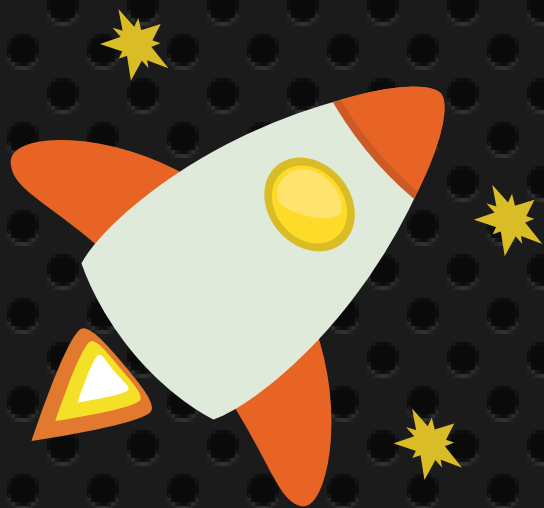


SPACE CAT: A RHETORICAL ANALYSIS STRATEGY



CREATED BY HEATHER CRIVILARE
REPACKAGED BY GENEVI LOEB

★ RHETORICAL ANALYSIS is Not ... ★

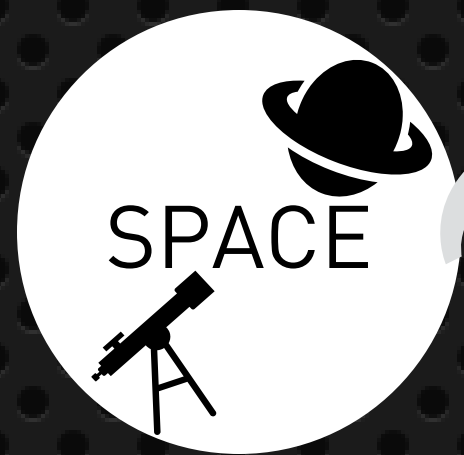
- READING A TEXT OR LISTENING TO A SPEECH AND RESTATING THE TOPIC OR SUBJECT
- VIEWING AN AD OR IMAGE AND SUMMARIZING WHAT IS THERE ★
- VEHEMENTLY STATING YOUR OWN OPINION ON THE TOPIC OF THE WRITING, SPEECH OR IMAGE ★
- PINPOINTING THE CHOICES MADE AND DEFINING THE RHETORICAL DEVICES (E.G., "THIS IS AN EXAMPLE OF PATHOS BECAUSE IT PULLS AT THE HEART STRINGS" OR "THIS IS AN EXAMPLE OF ANAPHORA BECAUSE IT REPEATS THE WORD 'AMERICANS'"). ★

RHETORICAL ANALYSIS IS ABOUT LOOKING AT HOW ALL THE LITTLE PARTS CONTRIBUTE TO THE EFFECTIVENESS OF THE AUTHOR'S PURPOSE.

RHETORICAL ANALYSIS REQUIRES YOU TO FOCUS ON WHAT HAPPENS BEHIND THE SCENES OF ARGUMENTS, AND COMMENT ON SPECIFIC FEATURES THAT MAKE THE SPEECH, TEXT OR VISUAL EMOTIONALLY RICH OR EFFECTIVE AT ACHIEVING ITS GOAL.

★ SOUND TOO CHALLENGING?

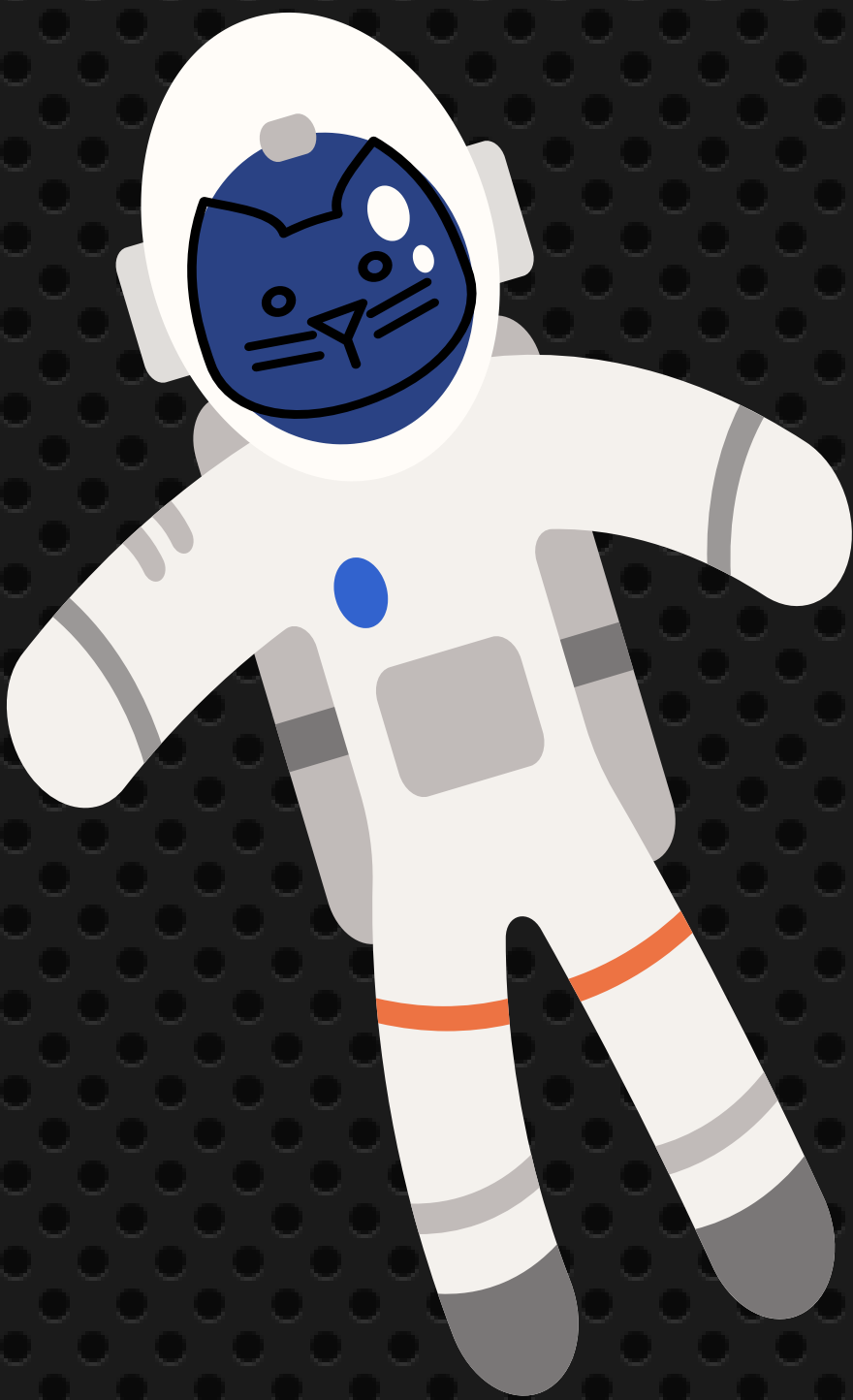
★ HAVE NO FEAR--SPACE CAT IS HERE! ★



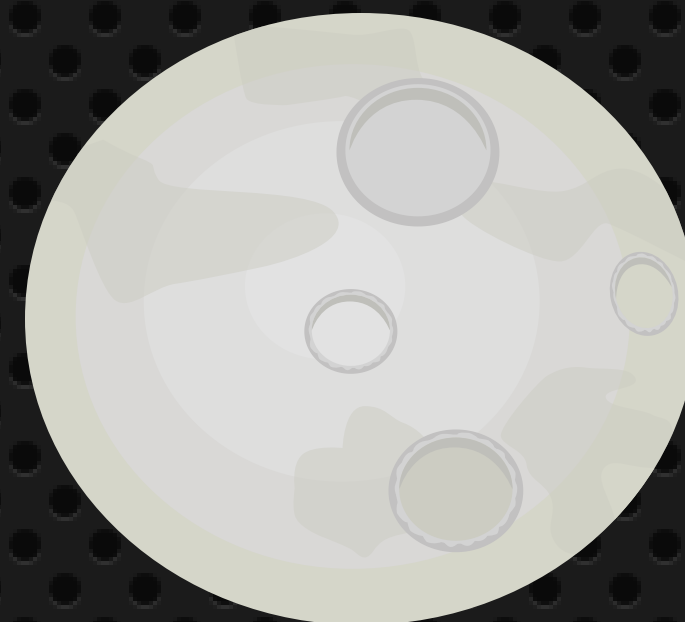
HELPS YOU READ AND UNDERSTAND A RHETORICAL WORK BY FOCUSING ON WHAT MATTERS



REQUIRES ANALYSIS OF SPECIFIC FEATURES THAT MAKE THE RHETORICAL WORK RICH OR EFFECTIVE



SPEAKER



- WHO WROTE THIS?
- WHAT DO WE KNOW ABOUT HIM/HER?
- WHAT DON'T WE KNOW ABOUT HIM/HER?
- DOES THIS TEXT HAVE A PARTICULAR MEANING BECAUSE OF WHO WROTE IT OR SAID IT?

EXAMPLES: A POLITICIAN'S TWEET, A SOCIAL ACTIVIST'S BLOG POST, A BILLIONAIRE'S COMMENCEMENT SPEECH AT A UNIVERSITY, A COMEDIAN'S RESPONSE TO A CURRENT EVENT...ETC.



PURPOSE

- WHAT IS THE WRITER/SPEAKER HOPING TO ACCOMPLISH BY PUTTING THIS OUT INTO THE WORLD?

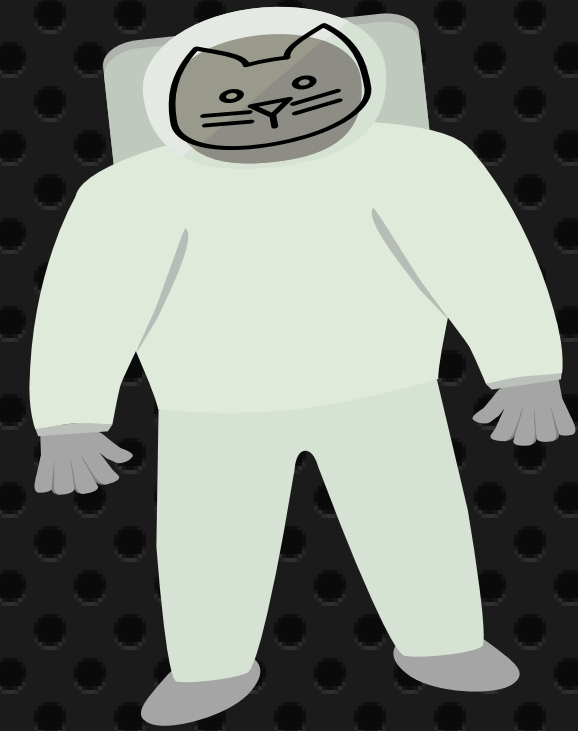
**REMEMBER THAT THE MAIN IDEA OR THESIS OF THE TEXT/SPEECH/VISUAL IS NOT THE SAME AS PURPOSE!



EXAMPLE: TO INFORM, TO INSPIRE, TO PERSUADE, TO CONVINC OR CALL TO ACTION, TO ENTERTAIN . . . ETC.



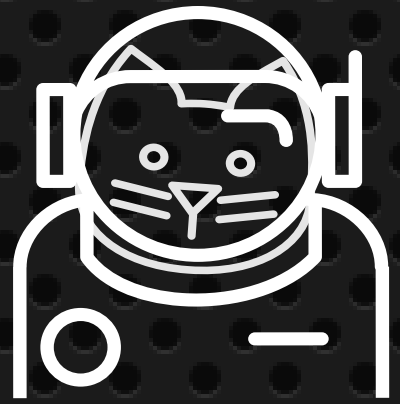
AUDIENCE



- WHO WAS THE AUDIENCE FOR THIS PIECE? WAS THAT THE INTENDED AUDIENCE?
- WHAT DID THE WRITER/SPEAKER/ARTIST ASSUME ABOUT HIS/HER AUDIENCE? HOW DO HIS/HER ASSUMPTIONS IMPACT WHAT HE/SHE SAYS AND HOW HE/SHE SAYS IT?

EXAMPLES: CITIZENS WATCHING A PRESIDENTIAL DEBATE, A CROWD AT A RALLY, OVERPROTECTIVE PARENTS, READERS OF A NEWSPAPER, ETC.

CONTEXT



- WHAT WAS HAPPENING IN THE WORLD WHEN THIS TEXT/SPEECH/VISUAL WAS PRODUCED?
- WHAT WERE THE BIGGEST ISSUES ON THE WRITER'S/SPEAKER'S/ARTIST'S MIND AT THE TIME AND IS HE/SHE ADDRESSING THESE ISSUES DIRECTLY OR INDIRECTLY?
- HOW WOULD THIS SAME TEXT/SPEECH BE RECEIVED DIFFERENTLY BY A DIFFERENT AUDIENCE OR IN A DIFFERENT TIME?

EXAMPLE: MLK'S "I HAVE A DREAM" SPEECH WAS DELIVERED DURING THE CIVIL RIGHTS MOVEMENT



EXIGENCE

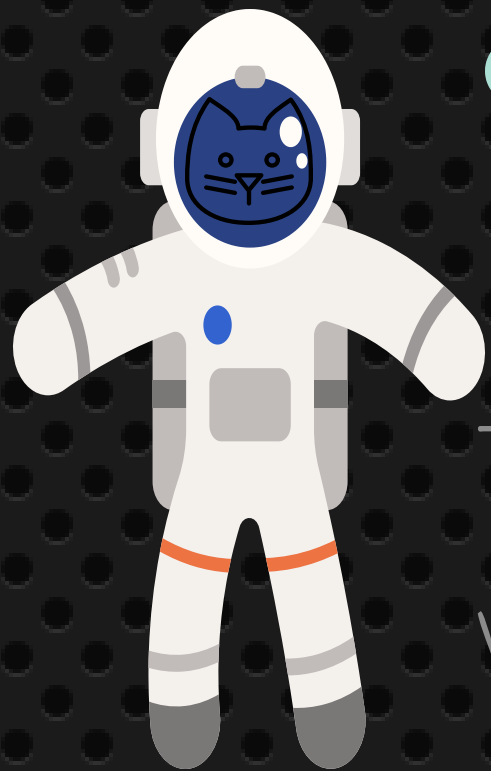
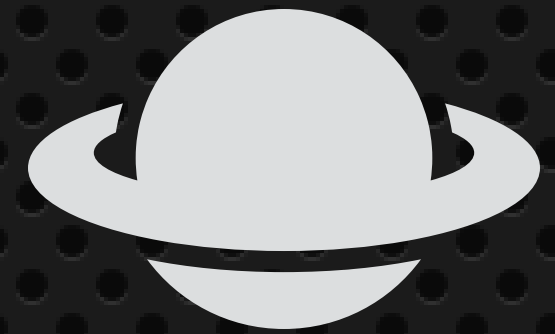


- WHY WRITE OR SAY THIS NOW?
- WHAT WAS THE SPARK OR CATALYST THAT MOVED THE WRITER OR SPEAKER TO ACT?
**NOTE THAT CONTEXT IS "HAPPENING" ALL THE TIME, BUT USUALLY AN EVENT SERVES AS EXIGENCE.



EXAMPLE: THE #METOO MOVEMENT TOOK OFF AFTER HIGH PROFILE MEN WERE CALLED OUT FOR SEXUAL HARASSMENT/EXPLOITATION/MISCONDUCT. THIS EMPOWERED ALL THE OTHER ALLEGED VICTIMS TO SPEAK UP.

CHOICES



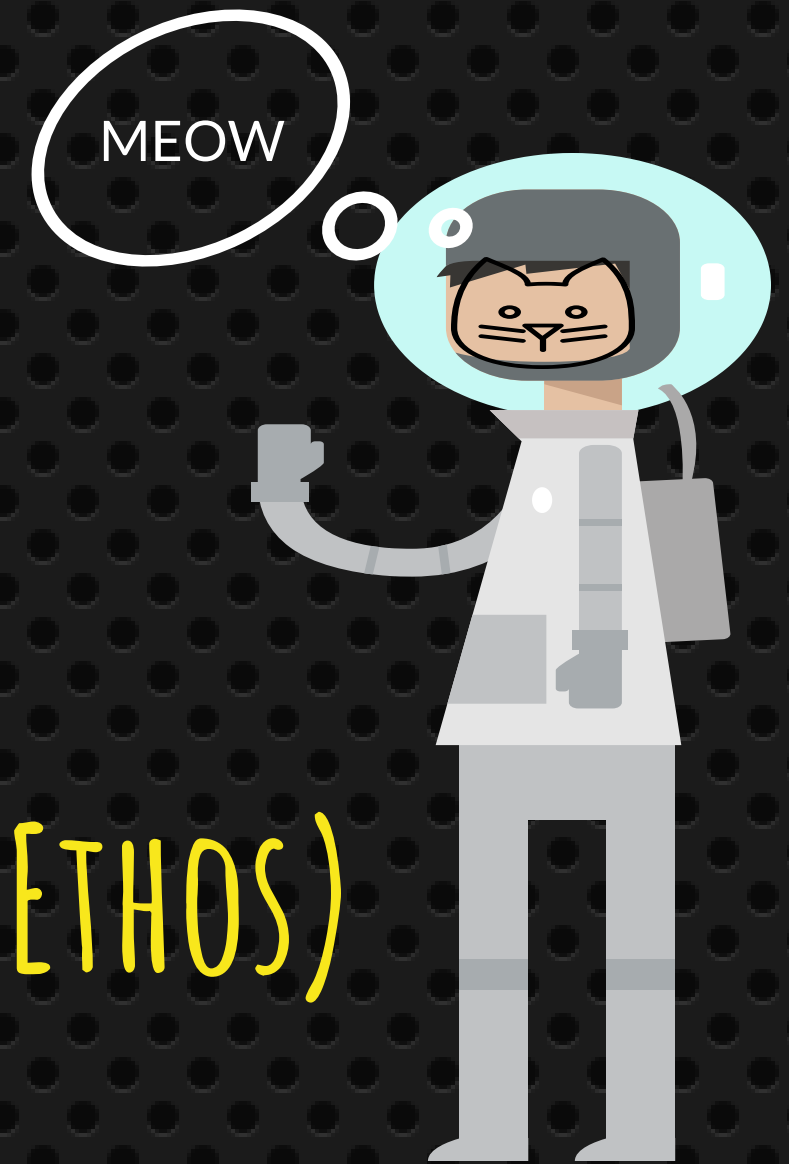
- WHY DOES THE WRITER/SPEAKER/VISUAL ARTIST MAKE EACH CHOICE?

**THINK ABOUT ALL THE RHETORICAL JUJITSU YOU LEARNED IN THANK YOU FOR ARGUING.
WHAT ARE THE RHETORICAL REASONS FOR THESE CHOICES?

EXAMPLE: A SPEECHWRITER MAY BEGIN WITH AN ANECDOTE, THEN MOVE TO DESCRIBING A PROCESS OF CHANGE, AND END WITH A CALL TO ACTION.



APPEALS



APPEAL TO EMOTION (PATHOS)

APPEAL TO AUTHORITY/CHARACTER (ETHOS)

APPEAL TO LOGIC (LOGOS)

**REVIEW WHAT YOU LEARNED ABOUT ARISTOTLE AND THESE 3 APPEALS IN THANK YOU FOR ARGUING.

EXAMPLES: BRINGING UP ONE'S PERSONAL EXPERIENCE AND EXPERTISE IN THE TOPIC/SUBJECT = ETHOS; TELLING A MOVING STORY = PATHOS; USING STATISTICS AND FACTS = LOGOS



TONE



- WHAT IS THE WRITER'S/SPEAKER'S/ARTIST'S ATTITUDE TOWARD THE SUBJECT?
- HOW DO YOU KNOW WHAT HIS/HER ATTITUDE IS? WHERE IS THE EVIDENCE?
- WHERE DOES THE TONE SHIFT? WHEN? WHY?

EXAMPLE: A RELIGIOUS EULOGY MAY BEGIN WITH A MOURNFUL TONE, THEN MOVE TO A COMFORTING OR INSPIRATIONAL TONE.