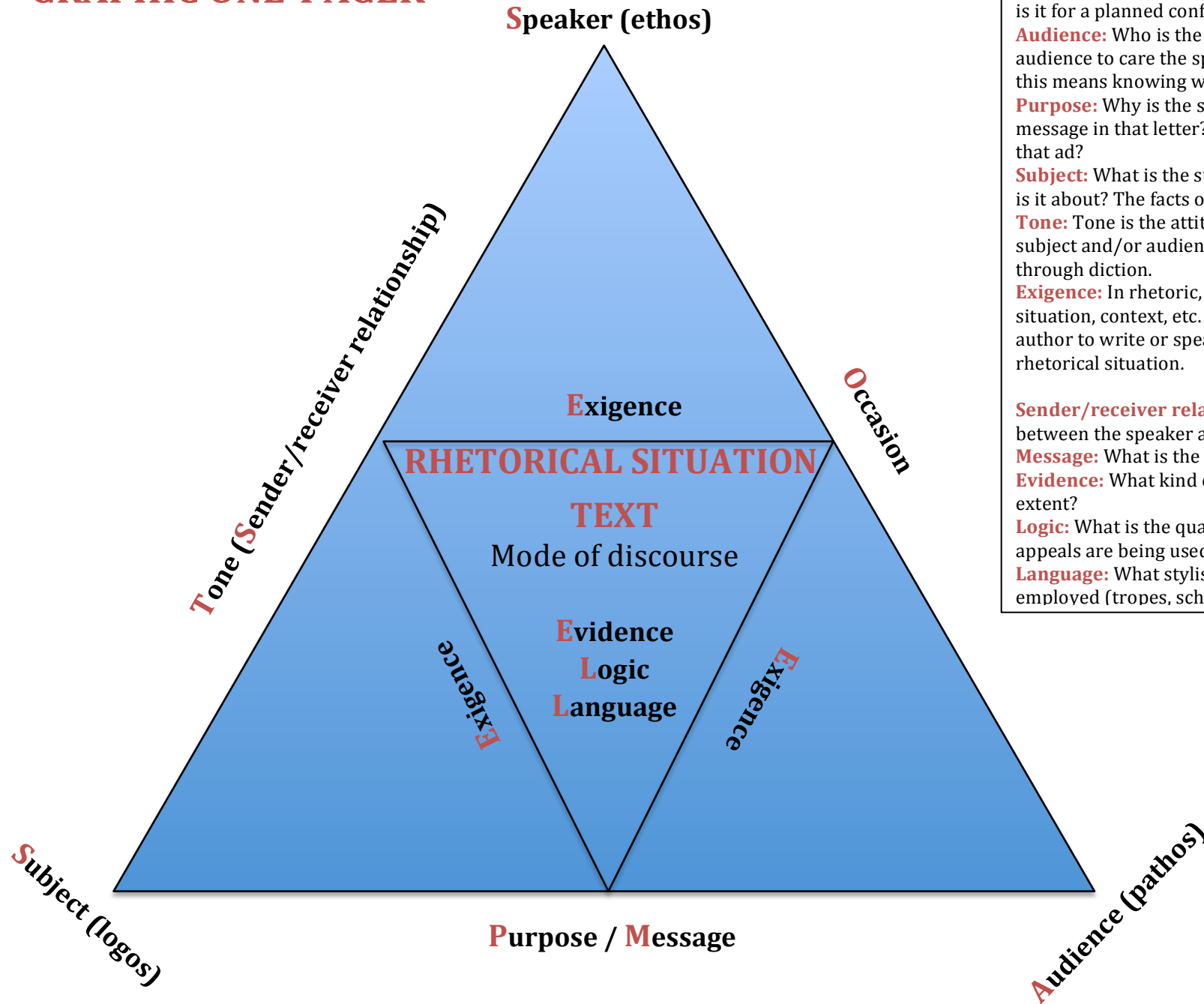


RHETORICAL ANALYSIS GRAPHIC ONE-PAGER



SOAPSTonE

Speaker: Who is the speaker? Does the speaker build/have the ethos to deliver information on the topic?

Occasion: What is the reason for giving the speech? As in, does it correspond with an anniversary, is it at a funeral, is it for a planned conference, and etc.

Audience: Who is the audience? In order for the audience to care the speaker must establish pathos, and this means knowing who is being addressed.

Purpose: Why is the speech being given? What is the message in that letter? What are they trying to sell you in that ad?

Subject: What is the subject of the speech? What, exactly, is it about? The facts or details build the logos.

Tone: Tone is the attitude(s) of an author toward a subject and/or audience. Tone is generally conveyed through diction.

Exigence: In rhetoric, exigence is the issue, problem, situation, context, etc. that provides the impetus for an author to write or speak on a given topic within that rhetorical situation.

SMELL

Sender/receiver relationship: What is the tone between the speaker and audience?

Message: What is the claim, really?

Evidence: What kind of evidence is given and to what extent?

Logic: What is the quality of the reasoning? What types of appeals are being used? Are there any fallacies?

Language: What stylistic and rhetorical devices are being employed (tropes, schemes, diction, syntax) and how?