Rhetorical Analysis of Kennedy’s Speech

|  |  |
| --- | --- |
| Rhetorical Speaker |  |
| Rhetorical Subject |  |
| Audience |  |
| Medium |  |
| Message |  |
| Tone |  |
| Writing The Body of Your Essay | Strategies | **Effect (intended, real or both)** |
| Types of Argument1. Ethical Appeal (Ethos)
2. Emotional Appeal (Pathos)
3. Logical Appeal (Logos)
 |  |  |
| Strategies of Language1. Figurative Language (Schemes & Tropes)
2. Literal Imagery (Senses)
3. Diction (Word Choices)
4. Syntax (Word Arrangement)
 |  |  |