Rhetorical Analysis of Kennedy’s Speech

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| Rhetorical Speaker |  | |
| Rhetorical Subject |  | |
| Audience |  | |
| Medium |  | |
| Message |  | |
| Tone |  | |
| Writing The Body of Your Essay | Strategies | **Effect (intended, real or both)** |
| Types of Argument   1. Ethical Appeal (Ethos) 2. Emotional Appeal (Pathos) 3. Logical Appeal (Logos) |  |  |
| Strategies of Language   1. Figurative Language (Schemes & Tropes) 2. Literal Imagery (Senses) 3. Diction (Word Choices) 4. Syntax (Word Arrangement) |  |  |