**Rhetorical Analysis Flow Chart**

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| --- | --- | --- | --- | --- | --- | --- |
| The Triangle | The Rhetorical Situation | Thesis | The Appeals | Organization | Satire | Rhetorical Devices |
| Speaker  Purpose  Medium  Subject  Audience | **P**ersona  **I**ntention  **G**enre  **S**ubject  **A**udience  **C**ontext | **U**RGENCY  **T**ONE  **A**UDIENCE  **P**URPOSE | Logical  Ethical  Emotional | Organization | Satire | Syntax  Diction  Imagery  Figurative Language |

Rhetorical Situation

**P**ersona: Role assumed by the Speaker

**I**ntention: Goal / Purpose of the Speaker

**G**enre: The type of writing

**S**ubject: Idea of the writing

**A**udience: The person or people for whom the writing is intended

**C**ontext: Set of circumstances that surround a situation or event

Thesis

**U**rgency: Need and demand for the Purpose

**T**one: Speaker’s attitude(s)

**A**udience: Must be connected to the Purpose

**P**urpose: The reason for which the writing was created

**Example:** **Through allusion, extended metaphors, and clever syntax, Dr. King produces logical and emotional appeals to teach, warn, and ultimately plead with white Americans to finally get on board with the Civil Rights Movement.**

The Appeals

Logical Appeal: Created by both 1) Reason and 2) Data

Ethical Appeal: Created by both 1) Positive Value (Good) in Audience and 2) Persona (Trustworthiness of Speaker)

Emotional Appeal: Created by both 1) Mood evoked in audience and 2) the language of emotions that get the audience into the mood.