

# Rhetorical Analysis Worksheet

## Title or description of text:

**Author** (or name of company, sponsor, etc). *include not only the name of the author or company, but any pertinent information about them—are they writing from a position of power or expertise? Are they part of an organization that has a vested interest in this issue?*

## Audiences

**Implied audience** *this is the audience for whom the text says it is intended, not the real audience. For example, the implied audience of the country western song "Momma, Don't Let Your Babies Grow Up to Be Cowboys" is mothers whose children might become cowboys when they grow up:*

**Intended audience** *this is more like the actual audience, though since the author can't always control who reads or views the text, the intended audience may be somewhat different from the real audience. In the song "Momma, Don't Let Your Babies Grow Up to Be Cowboys," the intended audience is adults--probably men--who have already grown up and have already become cowboys or would like to pretend that they are like cowboys:*

## Purposes

**Actual purpose** *this is the purpose you believe the author/advertiser had in mind when he/she created the text. The purpose of an Internet company's television ad might be to get you to remember and go to their web page later. Texts can have more than one purpose:*

**Stated Purpose** *if different from the purpose described above. This is the purpose according to the text itself. For example, Stephen Colbert's stated purpose is to deliver serious news; we find humor in it because we know his actual purpose is to ridicule events and people in the news:*

Rhetorical Strategy	Effect (intended, real, or both)
<b>Figurative language</b> (metaphor, simile, symbolism, etc.):	

<b>Patterns of repetition or opposition:</b>	
<b>Appeal to emotion or self-interest:</b>	
<b>Modes of writing</b> (description, narration, definition, cause/effect, compare/contrast, classification; see <a href="#">Norton's "Rhetorical Strategies"</a> page for details on each mode.)	
<b>Appeal to authority</b> (use of research, statement of credibility of author, etc.):	
<b>Rhetorical devices</b> (tropes; see <a href="#">Rhetorical figures</a> for a list, with example)	

\*The list of rhetorical strategies used by authors is almost endless. You might customize this list if you have something specific in mind.

### Visual/aural strategies (if applicable)

Strategy	Effect (intended, real, or both)
<b>Colors or color scheme</b> (if significant; "black and white" is a color scheme):	

<b>Page layout</b> (spacious, cramped, busy, simple, etc.; describe in your own terms):	
<b>Fonts/typfaces</b> (name or type, size, italic/bold, etc.):	
<b>Images</b> (subject--i.e. who's in the photo--pose, cropping, angle and distance of camera, etc.):	
<b>Graphics</b> (lines, logos, etc.):	
<b>Narrator (gender, type of voice, etc.):</b>	
<b>Music/soundtrack:</b>	
<b>Sound effects:</b>	

This worksheet is modified from one originally posted at  
<http://facstaff.gpc.edu/~shale/humanities/composition/handouts/rhetwork.html>