

Rhetorical Analysis Essay: Formatting

Created by: Brandon Everett

**This is a general outline for your rhetorical analysis and can be adapted to the various prompts and guidelines provided by the instructor or professor.*

Introduction and Thesis

- Provide necessary background and context: clearly introduce the document, essay or article that you're analyzing and inform your readers of the rhetorical situation (the text's author, intended audience and the context in which it was produced). This background information should be short, concise and to the point.
- Indicate whether the author was successful in accomplishing their purpose. Narrow your focus to a few particular aspects of the text that you will discuss.
- Usually located at the end of an introductory paragraph, a thesis statement consists of one or two **clear** and **specific** sentences that tell your readers the purpose of your paper.
- In your thesis, outline the tools (rhetorical appeals: ethos, pathos, logos, etc.) you will analyze and how those tools contribute to the author's overall argument.

Body Paragraphs

- Your body paragraphs should analyze concrete examples from the text you're discussing.
- Each topic sentence should connect back to your thesis, further proving your point and discussing how a specific instance of a device (ethos, pathos, logos, etc.) employed by the author contributes to the text's purpose.
- In most cases, each body paragraph should consist of a **topic sentence, a short quote or paraphrased evidence from the text, an analysis of that specific piece of evidence, and how that quote furthers the author's purpose.**
- *Keep your quotes short and the focus more on your analysis.* Your analytical arguments are the main aspects of the paper and the quotes you choose should support/illustrate your overall point. **Don't let your analytical voice get overshadowed by the support you use.**

Conclusion

- Your conclusion should address your overall argument.
- Give one final overview of the text's **strengths** and **weaknesses**, then **reinforce why you believe the text proves effective or ineffective.**
- Avoid including new information; keep your review focused on the points you already made.
- Maybe suggest additional research if the prompt calls for it.



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GENERAL DOs and DON'Ts

DO...	DON'T...
Have a <u>thesis statement</u> that <i>clearly states</i> whether the article or source is rhetorically effective and <u>why</u> .	Write a <u>position paper</u> . Remember that you should not take a position on the issue that the article/source addresses.
Use <u>quotations, paraphrases, or descriptions</u> of key aspects of the article to provide examples of the article's effectiveness (or lack thereof).	<u>Attack the author</u> , rather than critically examining the rhetoric.
Examine the author's use of <u>ethos, pathos, and logos</u> , as well as various other rhetorical strategies (types of evidence used, visual aids like graphs and diagrams, using vivid examples, etc.)	Spend a <u>large portion</u> of your paper on <u>summarizing</u> the content of the article/source rather than <u>addressing the rhetorical strategies</u> .
Remain <u>neutral</u> on the topic of the article/source (i.e.: whether art classes should be required); focus your discussion on the <u>rhetorical strategies</u> used by the author and <u>their effectiveness</u> .	<u>Skimp on the details</u> . The more detailed you can be, the better. With that said, don't use trivial or undocumented facts to substantiate your claims.

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Reference:

<https://www.vwu.edu/academics/learning-center/pdfs/Rhetorical-Analysis-Thesis.pdf>

<https://writingcenter.tamu.edu/Students/Writing-Speaking-Guides/Alphabetical-List-of-Guides/Academic-Writing/Analysis/Rhetorical-Analysis>

<https://education.seattlepi.com/rhetorical-essay-format-2953.html>



STUDENT CENTER FOR ACADEMIC ACHIEVEMENT

Summer 2019