**Rhetorical Analysis Outline**

**Genre**

* Define the genre
* Exigency/issue or overarching main idea/argument
* Author’s background/character
* Author’s stance
* Context/Setting/location

**AUDIENCE**

* Profile
* Expectations

**STYLE**

* Structure
* Language patterns
* Diction/jargon/language formality
* Tone

**RHETORICAL APPEALS**

* Ethos
* Pathos
* Logos