**Rhetorical Situation**

|  |  |
| --- | --- |
| **Text**TitleLengthGenre (Type) -- article, report, research paper...? |  |
| **Context**Discipline (Which field?)Time Frame and Source (When and where was this document published?) Frequency of use in the field (often…rarely…)? |  |
| **Author(s)/Purpose**Who (if there is no named author, identify the company or organization)?Evidence of the authors’ credibility/expertise? Purpose (To inform, explain, persuade, amuse…)?Message (What is the central idea?)? |  |
| **Intended Audience**Who (there could be multiple audiences)?Intended Readers’ Level of Knowledge?(more, less, or same as author) Expectations? |  |

**Analysis**

**Rhetorical Appeals (at least one evident, perhaps more…)**

|  |  |  |
| --- | --- | --- |
| **Appeals (Name the appeal and give a brief definition)** | **Examples and location(Present throughout the text or only in certain sections?)** | **Analysis (Why does the author use this appeal? Is it effective and/or necessary?)** |
|  |  |  |
|  |  |  |
|  |  |  |

**Development of Ideas**

|  |  |  |
| --- | --- | --- |
| **What are the major rhetorical strategies?** | **Examples and location (Strategy present throughout or only in certain parts?)** | **Analysis (How does the strategy shape and deliver the message? How is it effective and/or necessary in fulfilling the purpose?)** |
|  |  |  |
|  |  |  |
|  |  |  |

**Visuals**

|  |  |  |
| --- | --- | --- |
| **Idea and depiction (What is being depicted—a concept, research findings…how is it presented—graph, pie chart, diagram…?)** | **Examples and location—****Placement (Where in the document does it appear— in a certain section, appendix…?)** | **Analysis (How is it effectiveand/or necessary in the content? How does it contribute to the purpose and message?** |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **Presentation and Layout(formatting, font style, headings, visuals, etc.)** | **Examples and location in text** | **Effectiveness? How does the overall layout organize information for readers?** |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **Style and Tone** | **Examples and location in text** | **Analysis (Does it suit the purpose and message?)**  |
| **Formal/informal (could be in- between)** |  |  |
| **Language use (accessible, technical, jargon, slang…?)** |  |  |

|  |  |  |
| --- | --- | --- |
| **Organization** | **Examples and location in text** | **Analysis (How is the organization effective?)** |
| **Development of ideas (general to specific, in order of importance, chronological, topical…?)** |  |  |