

Remember, ANALYSIS means to break down the subject in order to explain its purpose.

Each of you can SUMMARIZE an argument, point out WHAT the speaker does....

... But a Rhetorical Analysis asks you to ANALYZE - Explaining HOW and WHY an author uses the Rhetorical methods that they do.

Also, recall that Rhetoric refers to the “means of persuasion” utilized in a speech, essay, or other form of communication.

What are the means the speaker uses to persuade their audience? – This, then, is what you are analyzing in this piece.

To ensure that this is accomplished:

- 1) Read your partner’s essay.
- 2) Identify the author’s purpose in their thesis statement.
 1. Does it focus on the means of persuasion used by the speaker?
 - Comment on how the author might be able to more clearly direct their reader towards their purpose, if necessary.
- 3) Highlight any “evidence” the author uses from the speech to support their topic sentences.
- 4) Comment on “how” the evidence, from the speech, is used to support the purpose of this essay:
 1. Does the author have any analysis or discussion about the purpose of this evidence as it relates to the persuasiveness of the speech?
 - Comment on how, or if, the author might develop this discussion further to emphasize their purpose in the thesis more clearly.
 2. Does the author have any discussion about the speech or about the evidence unrelated to the speaker’s attempts to persuade?
 - If so, comment on how the author might redirect their focus so as to discuss the speaker’s use of rhetoric as a means of persuading his/her audience.