

Use complete sentences.

Rhetorical Analysis - Roberts

Primary Appeals

Author:

Who wrote or created the document?

Audience:

Be specific. Who is the intended audience?

Purpose:

Be specific. What is the INTENT? To inform? Persuade? Entertain? All three?

Secondary Appeals

Pathos:

(Think: pathology, pathetic, apathy)

How does it make you FEEL?

Ethos:

(Think: ethics, ethical dilemmas)

What makes you TRUST or have FAITH in the product or message?

Logos:

(Think: logic, logical reasoning)

How are FACTS, DATA, and TRUTHS presented in the text?