

# A Brief Guide to Rhetorical Analysis

When conducting rhetorical analysis, you're attempting to answer: **How and why a *composer/speaker* uses the *medium* in an attempt to appeal to an *audience* in order to convey a *purpose*?**

By explaining those ideas through your rhetorical analysis, you'll

- Ensure your analysis remains focused on the rhetoric;
- Learn to identify and analyze rhetorical strategies and devices that people use every day and that can help you communicate more effectively.

For this resource, we reference a Nike commercial<sup>2</sup> as an example for analysis. In general, advertisements are a great way to practice rhetorical analysis since marketers focus on appealing to consumers in many different ways.

## The Rhetorical Situation: 4 Elements

The first step to conducting rhetorical analysis is identifying the four main rhetorical elements:

### 1. The Composer: Who composed/developed the piece?

The composer/writer/author/speaker is the person – or group – who developed the text. For the Nike commercial, the composer is Nike (or Nike's advertisers).

### 2. The Audience: Who is the speaker addressing? What are their expectations?

Always analyze the appeals the composer makes in the context of **the intended audience and their expectations**. You yourself may or may not be a member of the intended audience, or the intended audience may be from a different time period. Those details are important to take into account (e.g., Shakespeare's intended audience was people in the 1600s). For our example, the intended audience of the commercial is **female athletes**, so an analysis of the commercial should focus on how effective the commercial is at appealing to that group.

# Rhetorical Analysis A Brief Guide For Writers

**David Starkey**



## **Rhetorical Analysis A Brief Guide For Writers:**

Rhetorical Analysis Mark Garrett Longaker, Jeffrey Walker, 2011 Rhetorical Analysis A Brief Guide for Writers walk students through the process for doing different kinds of analyses argument analysis structure analysis style analysis and more Shows how to analyze a range of texts print visual and multimedia Includes authors own analyses as models for students as well as 4 complete student model papers Introduces students to rhetorical concepts both classical and modern that are relevant to rhetorical analysis      Academic Writing Now: A Brief Guide for Busy Students – Second Edition David Starkey, 2021-10-19 Academic Writing Now A Brief Guide for Busy Students is a rhetoric designed to cover the basics of a college writing course in a concise student friendly format Anything inessential to the business of college writing has been excluded Each chapter concentrates on a crucial element of composing an academic essay and is capable of being read in a single sitting The book is loaded with timesaver tips ideas for making the most of the student s time along with occasional warnings to avoid common errors made by student writers Each short chapter concludes with questions and suggestions designed to trigger class discussion The second edition has been updated throughout with special attention to making the book even better suited to accelerated and co requisite composition courses      A Brief Guide to Writing from Readings Stephen Wilhoit, 2006-07 This brief guide teaches students how to write the most common papers assigned in college courses source based essays that summarize analyze critique and synthesize Comprehensive enough to serve as a primary text yet compact enough to serve as a supplement this clear and concise writing guide teaches students how to critically read clearly summarize carefully respond to precisely critique creatively synthesize and accurately quote or paraphrase texts A Brief Guide is a valuable teaching and reference tool that students of many disciplines find useful for class work and for independent study      **Academic Writing Now: A Brief Guide for Busy Students—with MLA 2016 Update** David Starkey, 2017-05-15 Academic Writing Now A Brief Guide for Busy Students is a rhetoric designed to cover the basics of a college writing course in a concise student friendly format Anything inessential to the business of college writing has been excluded Each chapter concentrates on a crucial element of composing an academic essay and is capable of being read in a single sitting The book is loaded with timesaver tips ideas for making the most of the student s time along with occasional warnings to avoid common errors made by student writers Each short chapter concludes with questions and suggestions designed to trigger class discussion      **Rhetoric in the Twenty-First Century** Nicholas J. Crowe, David A. Frank, 2016-04-26 This book arises from a symposium held in Oxford to consider the most fruitful trajectories of rhetoric in the 21st century The gathering comprised an international delegation of leading scholars convened to assess from an array of perspectives the various possible futures of the ancient discipline of rhetoric as it responds vitally to the evolving contexts of the new millennium This collection commemorates that event by extending its scrutiny into a number of specific fields of inquiry It includes a foreword by Prof James J Murphy an introductory article by the editors and six further articles

commissioned from among the participants The introduction provides a detailed account of the symposium and foregrounds the delegates articles with a r sum of their arguments and consequent relevance to the overarching theme Each contribution is a freshly minted and original piece of scholarship true to the generative and interactive spirit of the enterprise and speaking pertinently to the field of international rhetoric studies at the present time Rhetoric in the Twenty First Century addresses a spectrum of concerns Scholars and students of rhetoric and language use will naturally find much of interest here and the inclusive ambit of the work will also appeal to students of ethics religion comparative literature intercultural studies and the growing field of communication studies

*Academic Writing Now: A Brief Guide for Busy Students* David Starkey,2015-06-15 This is a book for real students people with full and active lives Academic Writing Now A Brief Guide for Busy Students covers the basics of the introductory college writing course in a concise student friendly format Each chapter concentrates on a crucial element of composing an academic essay and is capable of being read in a single sitting The book also includes numerous timesaver tips along with warnings about frequent student errors all designed to help students make the most of one of their most limited and precious resources time

**Teaching Science Students to Communicate: A Practical Guide** Susan Rowland,Louise Kuchel,2023-04-25 This highly readable book addresses how to teach effective communication in science The first part of the book provides accessible context and theory about communicating science well and is written by experts The second part focuses on the practice of teaching communication in science with nuts and bolts lesson plans direct from the pens of practitioners The book includes over 50 practice chapters each focusing on one or more short teaching activities to target a specific aspect of communication such as writing speaking and listening Implementing the activities is made easy with class run sheets tips and tricks for instructors signposts to related exercises and theory chapters and further resources Theory chapters help build instructor confidence and knowledge on the topic of communicating science The teaching exercises can be used with science students at all levels of education in any discipline and curriculum the only limitation is a wish to learn to communicate better Targeted at science faculty members this book aims to improve and enrich communication teaching within the science curriculum so that science graduates can communicate better as professionals in their discipline and future workplace

*The Routledge Companion to Literature and Economics* Matt Seybold,Michelle Chihara,2018-09-17 The study of literature and economics is by no means a new one but since the financial crash of 2008 the field has grown considerably with a broad range of both fiction and criticism The Routledge Companion to Literature and Economics is the first authoritative guide tying together the seemingly disparate areas of literature and economics Drawing together 38 critics the Companion offers both an introduction and a springboard to this sometimes complex but highly relevant field With sections on Critical traditions Histories Principles and Contemporary culture the book looks at examples from Medieval and Renaissance literature through to poetry of the Great Depression and novels depicting the 2008 financial crisis Covering topics from Austen to austerity Marxism to modernism the

collated essays offer indispensable analysis of the relationship between literary studies and the economy Representing a wide spectrum of approaches this book introduces the basics of economics while engaging with essential theory and debate As the reality of economic hardship and disparity is widely acknowledged and spreads across disciplines this Companion offers students and scholars a chance to enter this crucially important interdisciplinary area      **Keywords in Writing Studies**

Paul Heilker, John Vandenberg, 2015-02-15 *Keywords in Writing Studies* is an exploration of the principal ideas and ideals of an emerging academic field as they are constituted by its specialized vocabulary A sequel to the 1996 work *Keywords in Composition Studies* this new volume traces the evolution of the field's lexicon taking into account the wide variety of theoretical educational professional and institutional developments that have redefined it over the past two decades Contributors address the development transformation and interconnections among thirty six of the most critical terms that make up writing studies Looking beyond basic definitions or explanations they explore the multiple layers of meaning within the terms that writing scholars currently use exchange and question Each term featured is a part of the general disciplinary parlance and each is a highly contested focal point of significant debates about matters of power identity and values Each essay begins with the assumption that its central term is important precisely because its meaning is open and multiplex *Keywords in Writing Studies* reveals how the key concepts in the field are used and even challenged rather than advocating particular usages and the particular vision of the field that they imply The volume will be of great interest to both graduate students and established scholars      *Political Women* Michele Lockhart, Kathleen Mollick, 2013-09-25 This collection

examines the ways in which women have used political rhetoric and political discourse to provide leadership or assert their right to leadership at the national level While over the years women have broken through traditional roles they are still underrepresented in political leadership In this text scholars consider the various factors that continue to restrict political leadership opportunities for women as well as some of the ways in which individual women have strategically sought to enact political power and leadership for themselves The contributors analyze various case studies of leadership positions at the national level looking at women who have run been nominated to run or appointed to national positions The interdisciplinary approach lends itself to rhetoric political rhetoric political discourse leadership studies women's studies gender issues satire pop culture

## **Rhetorical Analysis A Brief Guide For Writers** Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Rhetorical Analysis A Brief Guide For Writers**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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