

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 commercial² 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

B Lingard



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