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 commercial¹ 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 Flements

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

- 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

Jicheng Xie

Rhetorical Analysis A Brief Guide For Writers:

Rhetorical Analysis A Brief Guide For Writers Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the power of words has be evident than ever. They have the ability to inspire, provoke, and ignite change. Such is the essence of the book **Rhetorical Analysis A Brief Guide For Writers**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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