Who:	Who is the Speaker?	Who Is the Audience?	Who Does it Affect?
What?	Subject Main Claim	Support Evidence	Opposition's View Address to Opposition
When?	When Circumstances	When Circumstances	When Circumstances
Where?	Where Circumstances	Where Circumstances	Where Circumstances
Why?	Intention	Desired Thoughts or Actions	Aim Purpose
How?	Tone: Genre Diction Syntax Devices (Types and examples)	Appeals to... Logos Ethos (Both credibility and shared values) Pathos	How Affected

Rhetorical Analysis and Evaluation Guidelines, Considerations, and Questions

When you must write a rhetorical analysis essay, you are actually writing a rhetorical analysis and *evaluation* essay. You first break down the selection (analysis) to see how each part works. Then you judge (evaluate) how well the author pulled it all together (synthesis) to achieve his/her intention. Therefore, your evaluation must determine how *effectively* the author achieved the intention. When you analyze what an author does, you must answer, "so what?" In other words, don't just tell us *what* the author does; tell us *why* he/she does it and *how* effectively he/she does it.

Keep in mind:
Because you are analyzing rhetoric, hence non-fiction, use the correct terminology and avoid literary terms. Use rhetorical terminology.
- ☞ NOT *novel...* BUT *book, non-fiction, work, rhetoric, selection, piece* etc.
- ☞ NOT *characters...* BUT *people/person, citizen, scientist, writer, speaker, researcher, etc.*
- ☞ NOT *setting...* BUT *context, time, place, etc.*
- ☞ NOT *climax, plot,* or any other related fiction terms
- ☞ Remember: speakers *appeal* to logos, ethos, and pathos; they do NOT *use* these. After all logos, ethos, and pathos belong to the audience, so the speaker can't use them!

Return to the text:
- ☞ How does the writer support main claim?
- ☞ Find proof for your analysis. Rhetorical analysis mostly requires quotation support, but paraphrasing may suffice for some evaluations.

Starting Questions and Considerations:

Who —
- ☞ Why is the situation significant to the speaker?
- ☞ How does the speaker relate to the key people and events presented?
- ☞ How credible is the rhetor?
- ☞ What are the rhetor's credentials?

What —
- ☞ How clear is the main claim? Other claims?
- ☞ Does the author provide both examples and evidence?
- ☞ Is the author's support adequate, appropriate, believable, and effective?
- ☞ Is the connection between reasons and support clear and compelling?
- ☞ How do details contribute to the rhetoric?
- ☞ Does the author clearly, effectively, and thoroughly address opposition? (If an excerpt, may be non-applicable)

When and Where —
- ☞ What part (any of it?) of context is significant?
- ☞ Does the author consider how the audience's knowledge and beliefs affect the claim?
- ☞ Does the author explain and/or consider cultural implications?

Why —
- ☞ What is your experience with the text? Why is this so?
- ☞ Considering the original audience, has the author achieved the intention? How well?

How —
- ☞ What helps you determine the tone?
- ☞ Is the tone effective, appropriate, engaging?
- ☞ How effectively, thoroughly, clearly, etc. does the author appeal to the audience's logos, ethos, and pathos?
- ☞ Are emotions you feel during or after reading appropriate to the situation?
- ☞ What is your reaction to the writer's words? Images? Organization? Techniques? Style?
- ☞ What diction and syntax stands out?
- ☞ What dominates? Effectively?
- ☞ Is something repeated? Effectively?
- ☞ Does a particular device help understanding?