**Name:**

**Rhetoric:**

**Outline of Rhetorical and Contextual Analysis Categories**

***Click on any highlighted text for detailed instructions.***

I) Goals:

1. Themes
2. Requested Actions

II) Organization

1. Introduction
2. Conclusion
3. Main body—identify the organizational pattern

III) Role of Rhetor

Implied role/relationship:

Specific role/relationship:

IV) Linguistic tone

V) Implied audience

VI) Strategy Categories—use all that are relevant and identify sub-strategies as specifically as possible.

1. Rational argument

Enthymemes

Evidence-based arguments:

Refutations:

1. Narrative

Four components of narrative:

* The plot:
	+ Exposition:
	+ Conflict(s):
	+ Climax:
	+ Resolution:
* Scene(s):
* The characters:
	+ Protagonist
	+ Antagonist
	+ Helper(s)
* Theme:

Six functions of narrative: (Yes/no)

1. Does it add interest?
2. Does it help the audience identity with characters?
3. Does it add powerful aesthetics to argument?
4. Does it help to encapsulate a point?
5. Does it create an emotional response?
6. Does it help to transport us to another place/time?
7. Aesthetic
8. Values, Needs, and Symbols
9. Credibility
10. Confrontation

VII) Rhetorical Barriers and Advantages

Audience—beliefs, attitudes, values, attention

Situational—culture, complexity, specific events

Occasion—appropriateness, prior rhetoric, categorical expectations

Reputation of the speaker

VIII) On-balance evaluation

Is any form of rational argument appropriate?

Evaluate the narrative