

Example of Rhetorical Analysis Outline Template

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- I. **Characteristics:** Rhetorical analysis is a type of paper that focuses on analyzing the effectiveness of strategies that the author uses to achieve his or her **purpose of delivering the message via writing or orally** (possible purposes – to inform, persuade, criticize, etc.).
- II. **Style:** It is a strong analysis of rhetorical appeals that are present in the source under analysis or oral performance.
- III. **Structure:**

1. Introduction

Early in the review, writers list the work's title and author's names and give a brief summary of the analyzed piece. It is a must to include a **clearly stated purpose of delivering the message via writing or orally by the author**. Most rhetorical analyzes revolve around a single main **thesis statement** that provides a writer's judgment of the author's work in 1 sentence on **how well does the author(s) use ethos, pathos, and logos to address their target audience**. The thesis should also note the problems and list any stylistic problems, rhetorical fallacies, and possible biases if (!) they are reviewed within the main body (if there are any).

2. Main Body

The body of the **rhetorical analysis** should be devoted to evaluating the effectiveness of the use of ethos, pathos, and logos.

- a. Ethos – It means credibility or trustworthiness.
 - i. Who is the author (for example, professor of a respected university)?
 - ii. What is their professional experience (for example, they are Noble Prize winners in the field they are talking about / gave hundreds of similar lectures / wrote hundreds of books / etc.)?
 - iii. What sources does the author use to support their argument? Are they credible and unbiased?
 - iv. Should people listen to the author as a credible narrator, or are they inexperienced in the field (for example, if they are Noble Prize winners in the field they are giving the speech in, the last sentence has to say that people should listen to the author as a credible source of information)?
- b. *Pathos* – It means an emotional appeal.
 - i. How does the author appeal emotionally (for example, provides heartbreaking statistics / uses jokes to engage with the audience / appeals to our basic instincts / makes people want to cry / makes people want to laugh / etc.)?
 - ii. What is the intended/target audience?
 - iii. What is the style/tone of writing/oral performance? Is it on-point?
 - iv. Does such emotional appeal feel convincing and natural?

- v. What does the audience feel during the speech, and how well is that strategy used after all?
- c. *Logos* – It means logic or reasoning
 - i. How do the ideas flow?
 - ii. How reasoning / logical / well-developed is the argument?
 - iii. Is argument based on facts or assumptions?
 - iv. Is it first-hand research? If so, what are the results, and are they correct?
 - v. Are there any problems, biases, or limitations (in bigger works, the answer to this question should appear in a separate section, presented below)?
- d. *Problems* - This section should appear only if specifically requested:
 - i. Are there any **logical fallacies**? (for example, Slippery Slope / Red Herring / Ad Populum / Bandwagon Appeal / Straw Man / Ad Hominem / Moral Equivalence / Begging the Claim / Hasty Generalization / Genetic Fallacy / Post Hoc Ergo Propter Hoc / Circular Argument / Either/Or / etc.)
 - ii. Are there any **biases** (for example, before the end of the 20th century, speeches usually considered just the interests of white people)?
 - iii. What are the **limitations** (applies to scientific works)?

3. Conclusion

This is a paragraph of a final **judgmental summary of your (!) rhetorical analysis** written in the main body. Make recommendations about who should be familiar with the work and what kinds of audiences will find this work worthwhile.