Name: Date:

Mr. Beland 9/21/2020

**(Key Terms Section)**

**An Introduction to Rhetoric and Rhetorical Analysis:**

**Rhetoric:**

* (as defined by Aristotle) is “the faculty of observing in any given case the available means of persuasion.”
* It is a thoughtful, reflective activity leading to effective communication, including the rational exchange of opposing viewpoints.
* **Purpose/Function:** rhetoric provides the ***tools*** to resolve conflicts without confrontation, to persuade readers or listeners to support a position, or to move others to take action.

**The Rhetorical Situation-- Unpacking SOAPStone (the first step)**

**Speaker:** author of the text or piece and his/her significance in society

**Occasion/Context**: the time and place the text was written or spoken and the circumstances, atmosphere, attitudes, and events surrounding the text.

**Audience**: the listener, viewer, or reader of a text. Most texts are likely to have multiple audiences.

**Purpose**: the goal that the speaker wants to achieve

**Subject**: the topic of a text--what the text is *about*

**Tone:** a speaker’s attitude toward the subject conveyed by the speaker’s stylistic and rhetorical choices.

**SOAPSTone Analysis Chart**

When you analyze a document, it is important for you to take these topics into consideration. Your goal is to analyze how the author ***crafts*** his or her message for a specific audience. How does this author generate ***meaning***? Use the questions below to help you think critically about a text.

|  |  |
| --- | --- |
| **S = Speaker** | * Who is the speaker? * Identify the **voice** and point of view from which he or she is speaking * Identify the speaker’s values, biases, beliefs and background info (age, gender, class, education, etc.) * Determine if the speaker can be trusted |
| **O = Occassion** | * What is the time and place of the piece? What is the current situation? * Is there a particular historical context that influences the message or the speaker? * What specific set of circumstances prompted the writer to write this? (political event, celebration, observation, critique, etc.) |
| **A = Audience** | * Who does the author believe will hear or read this message? * What is/are the intended audience’s biases or values? * Will this intended audience be open to the message? * What assumptions does the speaker make about his or her audience members? |
| **P = Purpose** | * Why did the author write this piece? (inform, persuade or entertain) **What is the overall message? How does the author convey this message?** * What does the author want the audience to know or understand? * What does the author want the audience to do? |
| **S = Subject** | * What is the main idea? * How is this subject significant for this audience? (or, in some cases how is it insignificant) * How is the subject presented? Is it introduced immediately or do you have to make an inference? |
| **T = Tone** | * What is the author’s attitude? * What is the effect of this tone on the audience? * What words (diction), images, or figures of speech (simile, metaphor, etc.) reveal the author’s attitude? * Are there any shifts in tone within the document? If so, what is the result? * What kinds of sentence structures does the author use to help convey his or her tone? |

Name: Date:

**SOAPStone Analysis Chart**

**Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Author: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

As you analyze the rhetorical situation, be sure to **cite evidence (proof)** from the text to support your responses. List word choices, lines, phrases or paragraphs #’s directly from the text

|  |  |
| --- | --- |
| **S = Speaker** |  |
| **O = Occasion** |  |
| **A = Audience** |  |
| **P = Purpose** |  |
| **S = Subject** |  |
| **T = Tone** |  |