**AP Language**

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| Basic Questions for Rhetorical Analysis**What is the rhetorical situation?*** What occasion gives rise to the need or opportunity for persuasion?
* What is the historical occasion that would give rise to the composition of this text?

**Who is the author/speaker?*** How does he or she establish ethos (personal credibility)?
* Does he/she come across as knowledgeable? Fair?
* Does the speaker's reputation convey a certain authority?

**What is his/her intention in speaking?*** To attack or defend?
* To exhort or dissuade from certain action?
* To praise or blame?
* To teach, to delight, or to persuade?

**Who make up the audience?*** Who is the intended audience?
* What values does the audience hold that the author or speaker appeals to?
* Who have been or might be secondary audiences?
* If this is a work of fiction, what is the nature of the audience within the fiction?

**What is the content of the message?*** Can you summarize the main idea?
* What are the principal lines of reasoning or kinds of arguments used?
* What topics of invention are employed?
* How does the author or speaker appeal to reason (logos)? To emotion (pathos)?

**What is the form in which it is conveyed?*** What is the structure of the communication; how is it arranged?
* What oral or literary genre is it following?
* What figures of speech (schemes and tropes) are used?
* What kind of style and tone is used and for what purpose?

**How do form and content correspond?*** Does the form complement the content?
* What effect could the form have, and does this aid or hinder the author's intention?

**Does the message/speech/text succeed in fulfilling the author's or speaker's intentions?*** For whom?
* Does the author/speaker effectively fit his/her message to the circumstances, times, and audience?
* Can you identify the responses of historical or contemporary audiences?

**What does the nature of the communication reveal about the culture that produced it?*** What kinds of values or customs would the people have that would produce this?
* How do the allusions, historical references, or kinds of words used place this in a certain time and location?
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