**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 * How do the allusions, historical references, or kinds of words used place this in a certain time and location? |