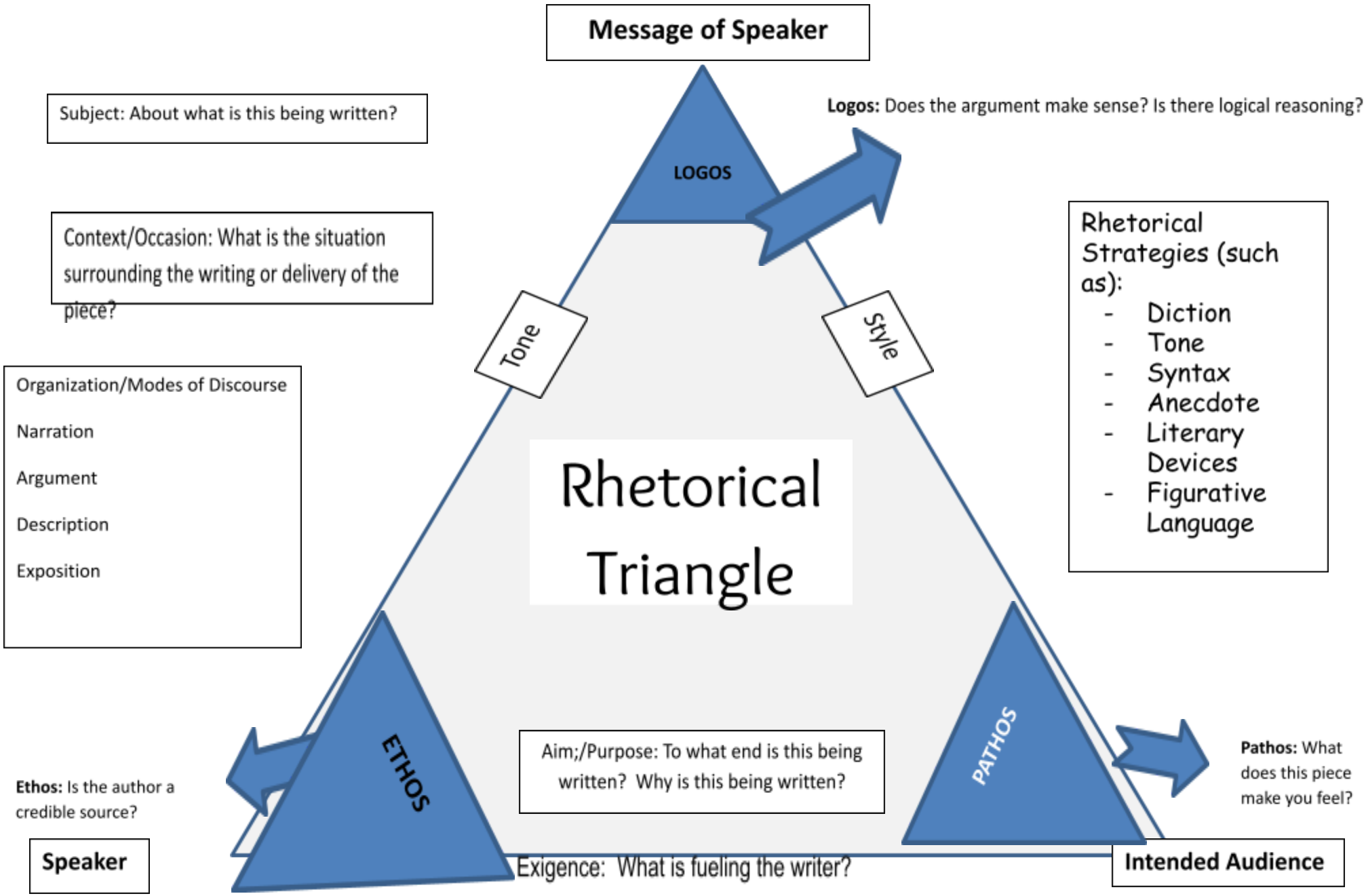
Message of Speaker
Subject: About what is this being written?
Logos: Does the argument make sense? Is there logical reasoning?
LOGOS
Context/Occasion: What is the situation surrounding the writing or delivery of the piece?
Rhetorical Strategies (such as):
- Diction
- Tone
- Syntax
- Anecdote
- Literary Devices
- Figurative Language
Tone
Style
Organization/Modes of Discourse
Narration
Argument
Description
Exposition
Rhetorical Triangle
ETHOS
PATHOS
Aim;/Purpose: To what end is this being written? Why is this being written?
Pathos: What does this piece make you feel?
Ethos: Is the author a credible source?
Speaker
Exigence: What is fueling the writer?
Intended Audience

New Term: Make a note of it!

1.

2.

3.

4.