**THE RHETORICAL TRIANGLE**

**ELEMENTS OF A RHETORICAL SITUATION**

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| **The elements of any rhetorical situation are these:** | |
| The **PURPOSE** for writing. | The **PERSONA** or assumed role of the writer. |
| The **AUDIENCE** for whom the writing is done. | The **MESSAGE** or **CONTENT** of the writing. |

**FOUR QUESTIONS FOR ANALYTICAL READING**

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| **When you need to understand a writer’s rhetorical situation, ask these questions:** | |
| **PURPOSE**  What action does the speaker want the audience to take? | **ETHOS**  Ethos – How does the speaker establish common values with the audience? How does the speaker create a common ground for speaker and audience? |
| **AUDIENCE**  Pathos – How does the speaker anticipate and manipulate the audience’s emotional reaction? | **ARGUMENT**  Logos – How is the message presented? What figurative language is used? What mode of discourse is used (compare/contrast, cause/effect, classification & division, et. al.) does the speaker employ to convey his message? |