

## ELEMENTS OF RHETORICAL ANALYSIS

State the claim (position) made by the author

Provide a referential description of the argument (what is there)

Give a rhetorical description (the means or strategies of persuasion)

Describe the appeals (and for what audience and purpose)

Explain the warrants that are stated or implied in the argument

Analyze the logical connections stated or implied in the argument (fallacies?)

Evaluate the validity of the logic used to make the argument

Evaluate the soundness of the argument (truthful premises? Valid logic?)

Evaluate the effectiveness of the argument (and for what audience and purpose)