

Rhetorical Triangle and Square

Subject: Consider the following

1. What is the subject of the argument?
2. What is the message about the subject?
3. How is the argument structured
4. Look at context: What is happening regarding this issue on a local, state, national and international level? How does this influence the argument?

Speaker/Author/Writer: Consider the following

1. How does the author/writer present him/herself (tone)?
2. Why? What impact does this have on the argument? How does the audience, because of the author, view the subject?

TEXT

Audience: Consider the following

1. Who is the intended audience?
2. What type of audience is the argument appealing to? (favorable, neutral, hostile) How do you know this? What is the audience influenced by?
3. What does the audience value?

Purpose: Consider the following

1. Why was the text written? Think big picture – not simply the impact on your own life.
2. What philosophy or worldview does the writer want to share?