

RHETORICAL ANALYSIS

The purpose of the analysis:

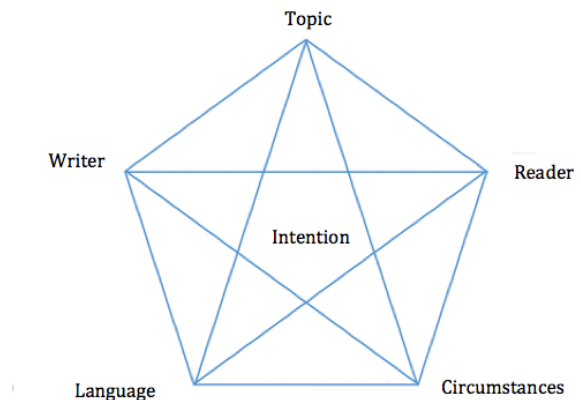
- To find the intention of the writer
- To find the function of the text

The means:

- By analysing the rhetorical situation of the text
- By analysing the text itself

The rhetorical situation

(Cicero's diagram)



No text exists in a void: it is influenced by a number of external factors which are interrelated, and which should all be taken into consideration in the analysis.

Three levels of analysis

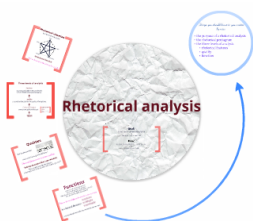
A given *feature* aims at a certain *quality* which is intended to have a particular *function*

<i>Feature</i>	→	<i>Quality</i>	→	<i>Function</i>
<ul style="list-style-type: none">• A joke		<ul style="list-style-type: none">• It is funny		<ul style="list-style-type: none">• It removes tension• It shows the writer in a favourable way

Each level should be examined in order to reach the final aim of the analysis: What is the goal of the writer, and how does the text achieve it?

Five main categories of rhetorical features

<i>Structural features</i>	Structure types: chronological, reverse, flashback, flashforward
<i>Argumentative features</i>	Argument types: narratives, statistics, authoritative claims
<i>Typographic features</i>	Font, layout, bulleted lists, headings, links
<i>Linguistic features</i>	Tropes and schemes, linguistic style, punctuation, sentence structure
<i>Topological features</i>	Comparison, contrasting examples



(based on <http://prezi.com/24jtroy1vww/untitled-prezi/>)