

RHETORICAL SITUATION AND CONSTRAINTS

PURPOSE

What do you want your audience to do, think, or feel? What does this writing task call on you to do-inform? persuade? entertain? Call to action?

WRITER

What attitudes and roles will you take on in this situation?

AUDIENCE

Who will read (or hear, or watch, or experience) your text? What expectations do they bring when they read your text? Where will they read your text? What social, political, economic, cultural trends are happening at the time the audience will encounter your text?

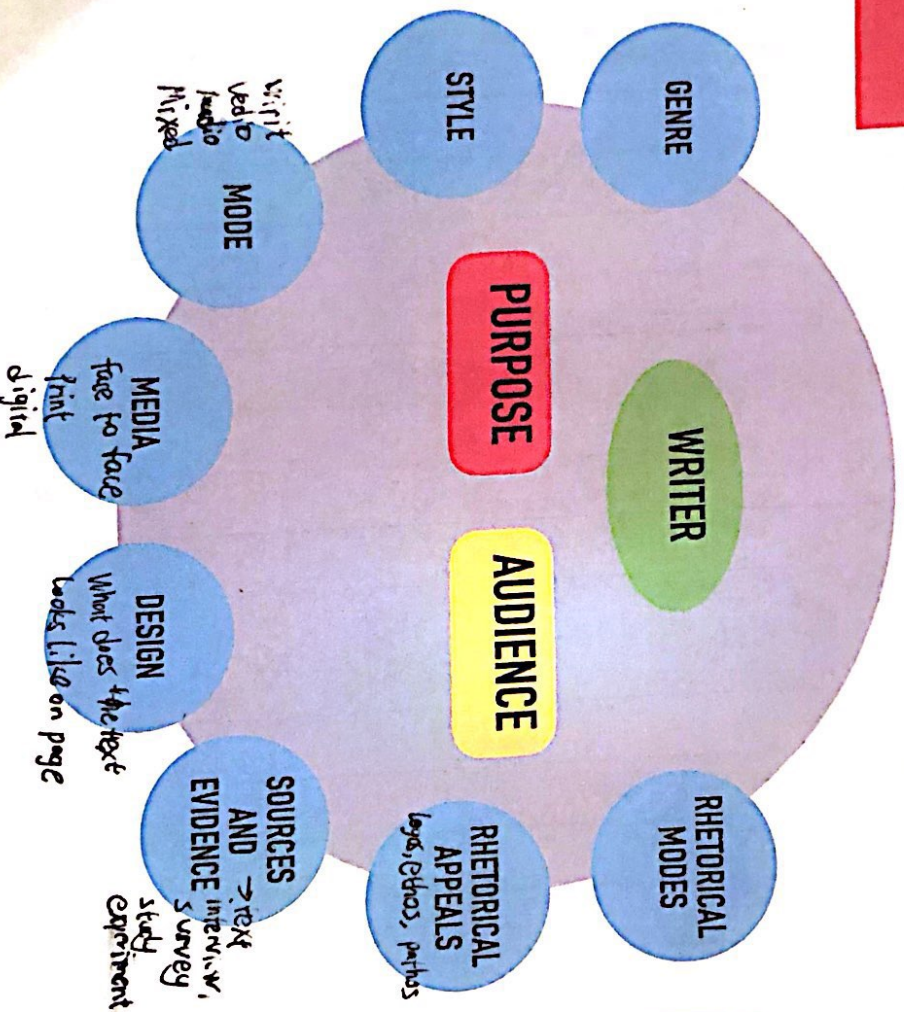
What genre am I working in?

What POV and level of formality should I use? Word choice?

Tone?

Am I creating a written text, a visual text, an audio text, or a multimodal text?

Will my reader experience my text in print, digital, or face-to-face?



DESIGN:

How is the text formatted? [margins, fonts, headings, images charts/graphs/color?]

SOURCES & EVIDENCE:

What POV and level of formality should I use? Word choice? Tone?

RHETORICAL APPEALS:

Am I creating a written text, a visual text, an audio text, or a multimodal text?

RHETORICAL MODES:

Will my reader experience my text in print, digital, or face-to-face?