

Sample Rhetorical Analysis Paragraphs with Evidence

Definitions

TS The authors define a couple of terms in the introduction of the research paper. They do this just in case the audience might not be so familiar with the term or the audience might be a bit confused as to what kind of tumor the authors are referring to [One example is on page 1129, "Neuroblastoma is a neural crest-derived malignancy tumor and the second most common solid tumor in children." In the same page, the authors define another term, the "parathyroid hormone-related peptide" with its function as "stimulates the expression of the receptor activator of NFkB ligand (RANKL) in osteoclast."] This definition only provides the hormone's function. This is a different type of definition compared to the other one, but both with the same purpose to offer the audience a better understanding of the terms.

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Organization

The authors use formal research report format to present their information about their study. This strategy is very common in research papers to show the organization of the process. In this research paper, the authors have divided the article into different parts; each of them with their appropriate headings. There are headings such as abstract, introduction, materials and methods, results and discussions. For example, under "Abstract" the audience will find the main idea and purpose of the study; under "Introduction" they will find some facts and a few definitions about what is involved in the study. "Materials and methods" is subdivided; each subheading provides specific information on how the authors handled each of the samples in the experiment. For example, the subheading "Protein Array" provides information about the interactions of the antibodies and the membranes. This organization strategy makes the article easy to follow and the audience will be able to find the information faster.

Framework for Analyzing Genres and Rhetorical Strategies¹

Audience: *Who is the audience for this piece of writing? Are there multiple audiences? What expectations do you think the audience has? Does the audience know more or less about the topic than the writer?*

Purpose: *What is the purpose of this piece of writing? Is it to display the writer's knowledge, expertise, etc? Is it to instruct someone? Is it to convince someone of a particular argument or to engage the audience to take action?*

Context or Situation: *Where and when is this piece of writing used? What is the situation that caused this piece of writing? In what discourse community and culture is it meaningful? Who writes this kind of text, and is it typically written by individuals or collaborative teams?*

Style: *Is the expected style for this genre informal? Formal? Somewhere in between? Academic, using a particular citation style such as APA? Is the style used consistently throughout the piece? Verbs, nouns, and other parts of speech reflect style. So do grammatical structures (e.g., contractions are informal, full forms more formal; you is more informal ...)*

Organization: *What is the pattern of organization? What "moves" does the writer make and where in the text do these moves occur? (For example, is there a main point and supporting evidence? Where are they located?) Each genre has somewhat predictable patterns of organization.*

What rhetorical appeals are used? *Logos (appeals to logic)? Pathos (emotional appeals)? Ethos (demonstrate knowledge or establishes expertise)?*

Development of ideas: *What strategies are used to develop ideas and to persuade the audience? E.g. – narration, description, compare and contrast, exemplification (use of examples), definition of terms, process analysis, division and/or classification?*

Flow: *How does the genre indicate transitions from one idea to the next? (E.g., coordinating conjunctions, subordinating conjunctions, transitional adverbs, -ing phrase, this + summary, bullet points, etc.)*

Presentation: *What are the expectations for the format of this genre? What should it look like? How much tolerance is expected for proofreading errors, spelling mistakes, grammar errors, etc.?*

¹ Adapted from Swales, J.M & C. B. Feak (1994). *Academic Writing for Graduate Students: A course for non-native speakers of English*. Ann Arbor: The University of Michigan Press.

Identifying Rhetorical Appeals: Logos, Pathos, and Ethos

Logos = Logic (Appeal to the mind/intellect, to reason)

The use of logic, rationality, and critical reasoning to persuade. Logos can be thought of as the text of the argument, and how well a writer has argued his/her point.

Some Examples of Logos

- » draw from philosophy and logic
- » facts
- » statistics
- » If, then... statements
- » definitions of terms
- » explanation of ideas
- » cause and effect
- » details that come from objective reporting
- » logical reasons and explanations

Pathos = Emotion (Appeal to the heart/emotion)

The use of emotion and affect to persuade. Pathos appeals to the heart and to one's emotions and sympathetic imagination. Pathos can be thought of as the role of the audience in the argument.

Some Examples of Pathos

- » draw from spirituality or religious traditions
- » stories or testimonials
- » personal anecdotes or stories
- » personal connections
- » imagery and figurative language that provokes an emotional response
- » visual images or words that inspire you to empathize or have compassion towards the idea/topic
- » powerful words, phrases, or images that stir up emotion
- » details that come from subjective reporting

Ethos = Ethics and Credibility (Appeal that establishes the writer's/speaker's believability, qualifications, and character)

Ethos can be thought of as the writer in the argument, how credible his/her argument is. Ethos seeks to persuade the reader through appeals to ethics and character that the writer/speaker can be trusted and believed due to his/her noble character or ethical ways in which he/she is presenting ideas.

Some Examples of Ethos

- » relevant biographical information
- » use of credible sources (experts, scholars)
- » accurate citation of sources: gives credit where credit is due
- » experience and authority: person knows the issues/has experience in the field
- » appropriate language: uses language of the discipline
- » appropriate tone: knows the audience and context of situation
- » humility: is not arrogant

Uses tentative yet authoritative language; avoids sweeping statements like "Everyone is doing this," "This is the *only* way," "This will *always* work." Instead says, "The research *suggests* that," "Some experts believe," "In *my* experience," etc.

Rhetorical Appeals: Ethos, Pathos, and Logos

Ethos, Pathos, and Logos are modes [appeals] of persuasion used [by an author/s] to convince/persuade audiences. They are also referred to as the three artistic proofs (Aristotle coined the terms) and are all represented by Greek words.

Ethos or the ethical appeal, means to convince an audience of the author's credibility or character.

Ethos



An author would use ethos to show to his audience that he is a credible source and is worth listening to. Ethos is the Greek word for "character." The word "ethic" is derived from ethos.

Ethos can be developed by choosing language that is appropriate for the audience and topic (this also means choosing the proper level of vocabulary), making yourself sound fair or unbiased, introducing your expertise, accomplishments or pedigree, and by using correct grammar and syntax.

During public speaking events, typically a speaker will have at least some of his pedigree and accomplishments listed upon introduction by a master of ceremony.

Pathos or the emotional appeal, means to persuade an audience by appealing to their emotions.

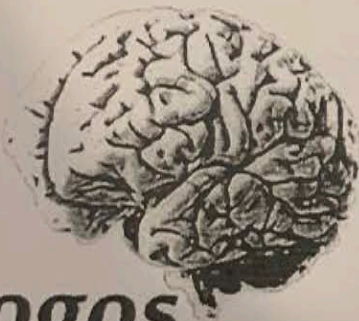
Authors use pathos to invoke sympathy from an audience; to make the audience feel what the author wants them to feel. A common use of pathos would be to draw pity from an audience. Another use of pathos would be to inspire anger from an audience, perhaps in order to prompt action. Pathos is the Greek word for both "suffering" and "experience." The words empathy and pathetic are derived from pathos.

Pathos can be developed by using meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings.

Pathos



Logos or the appeal to logic, means to convince an audience by use of logic or reason.



Logos

To use logos would be to cite facts and statistics, historical and literal analogies, and citing certain authorities [& facts, case studies, stories] on a subject [that show the author's claims, conclusions and argument are reasonable/logical]. Logos is the Greek word for "word," however, the true definition goes beyond that, and can be most closely described as "the word or that by which the inward thought is expressed" and, "the inward thought itself" (1). The word "logic" is derived from logos.

Logos can be developed by using advanced, theoretical or abstract language, citing facts (very important), using historical and literal analogies, and by constructing logical arguments.

<https://pathosethoslogos.com/ethos> Retrieved 1/10/2020

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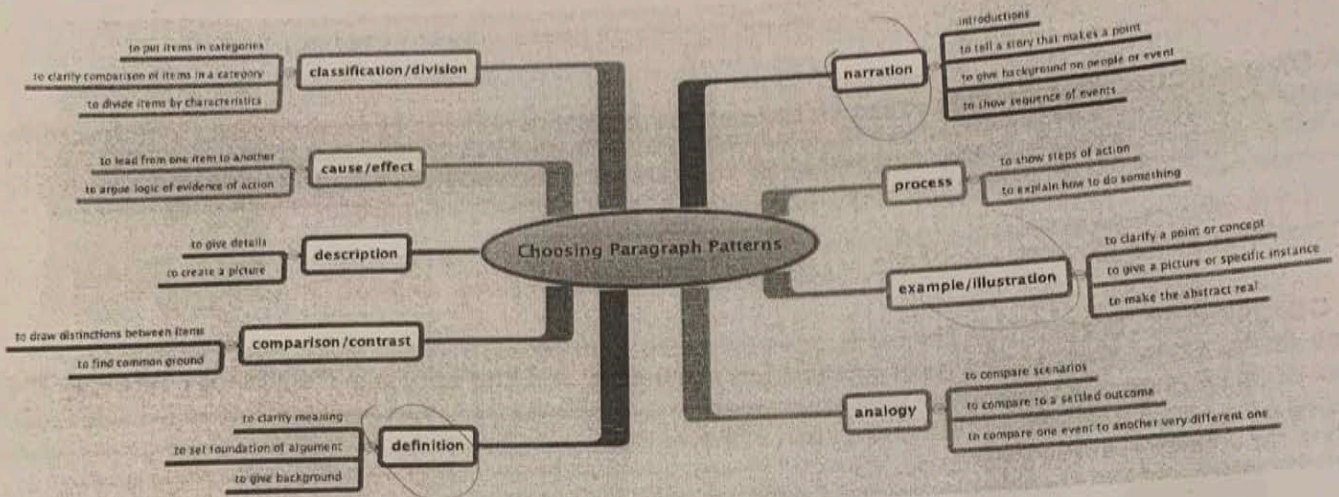
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Rhetorical Modes (Strategies)

Since most of the reading (and writing!) you'll do throughout your college career falls into the "academic writing" category, this is a good point to slow down and examine the building blocks of academic writing more closely.

Rhetoric is the study of writing, and the basic types of academic writing are referred to as rhetorical modes.



As you can see in the chart above, different styles of non-fiction writing serve different purposes. It's quite possible that a single text—or even a single paragraph—will contain multiple rhetorical modes, each used to serve a distinct purpose in support of the article's thesis.

Consider nine of the most common types of rhetorical modes. What might lead an author to select one type of writing over another? How might each be used differently to serve the purpose of a text?

1. Narration The purpose of **narration** is to tell a story or relate an event. Narration is an especially useful tool for sequencing or putting details and information into some kind of logical order, usually chronological. Literature uses narration heavily, but it also can be useful in non-fiction, academic writing for strong impact.

2. Description The purpose of description is to recreate, invent, or visually present a person, place, event, or action so that the reader can picture that which is being described. It is heavily based on **sensory details**: what we experience through our five senses.

3. Example It's common to see examples used in all kinds of situations—an idea can be considered too general or abstract until we see it in action. An **exemplification essay** extends this idea even further: it carries one or more examples into great detail, in order to show the details of a complex problem in a way that's easy for readers to understand.