

Rhetorical Analysis Essay Outline

I. Introduction

A. Brief Background of the Content Body

The content body aims to provide an analysis of a given text or piece of work. It is typically used to analyze a speech, advertisement, article, book, or other form of text in which the author wants to identify the strategies employed in order to create a certain effect or persuade the reader.

B. Thesis Statement

This essay will analyze the text, which is titled “_____”, in order to identify and explain its rhetorical strategies within the context of _____.

II. Rhetorical Analysis

A. Audience

The content body should identify who the target audience of the text is. It should analyze the potential biases and interests of this particular group, as well as how they may affect the way in which a certain strategy or piece of literature impacts them.

B. Purpose

The content body should explain why the author chose to write the text in the way they did. It should analyze their purpose for writing the text and how it may have affected the strategies used when constructing the text.

C. Tone

The content body should define and analyze the tone of the text, whether it be formal, informal, or persuasive. It should explain how this particular tone affects the strategies employed in the text.

D. Strategies

The content body should identify the rhetorical strategies used to create an effect or persuade the reader. It should discuss how these particular strategies are effective and why they were chosen by the author.

III. Conclusion

A. Summary of Argument

This section should provide a summary of the main arguments from the content body. It should highlight the key points and provide a brief explanation of how these strategies were successful in creating an effect or persuading the reader.

B. Reflection on Text

The conclusion should reflect on the text as a whole, rather than just its individual components. It should discuss what the text as a whole is attempting to accomplish, and how this relates to the audience and their interests.