

# Elements of Rhetorical Framework

# PURPOSE

- What effect do you want to have on the reader?
- What are you trying to accomplish with your writing?
- What do you want your reader to understand when they finish reading your writing?

*\*Sometimes purpose isn't clear until AFTER you finish writing.*

*\*Sometimes writing about the purpose before you start drafting can help you find a thesis, structure, or overall plan.*

*\*Your purpose can change as you move toward your final draft.*

# AUDIENCE

- What does your audience already know about your topic?
- What do you want them to know about your topic/argument?
- Why do they need to read YOUR writing?
- What does your audience believe about your topic?

*\*Be specific as you think about their interests, knowledge, sources, agenda, and worldview.*

*\*Be aware of the language your audience favors – facts, values, expectations.*

# SITUATION

- What does this writing task have to do with your current situation?
- How could you connect this writing to other classes?
- For whom are you writing?
- Are you supposed to demonstrate something through this writing?
- What prompted you to choose this topic?

*\*Understanding situation helps you develop your purpose.*

*\*Knowing the context allows you to develop better ideas about your topic.*

*\*Analyzing your audience helps you understand the influence of your writing choices.*

## PERSONA/ETHOS (credibility)

- What impression do you want to make on the reader?
- What tone of voice do you want to use?
- Are you part of a larger community when you write?
- How can you let the reader experience your competence?

*\*Readers will pay attention to your language and use it to judge your credibility.*

*\*Readers will notice the examples you use, and how those examples demonstrate your level of engagement and expertise with the topic.*

*\*Readers CAN and WILL detect lack of engagement/knowledge!*

# MESSAGE

- Can you summarize your main point in one paragraph?
- Does your message support your purpose?
- Do all of the evidence and examples relate to your message?
- Is your message meaningful?
- What happens when you apply the “So What?” question to your writing?

*\*Message is often not discovered until you do a bit of writing.*

*\*Message can also be referred to as “claim”.*

*\*Always ask yourself “SO WHAT?”*

## Example Response:

About my audience: I need to write about my need for a job that will lead to a career. If the employer is looking for someone to hire right now, I need to make sure that my letter shows that I can write well, am responsible (one of my key words), and really want to go to work. The employer needs to see that I am reliable too. How can I show that in my letter? I can tell a story about when I was responsible, or I can talk about my attendance at school. Maybe that will convince him or her. I need to think about what I want the reader to understand about me and choose a good example.

## Example Response:

My plan is to find several examples of anonymity in society – how and why do people gain more confidence in their words and actions when they know they are anonymous? I know that I need to build ethos (credibility) in my argument so that I can convince my reader that people DO in fact gain more confidence when they know they're anonymous, so maybe I will look at a psychology journal or something like that to find out what in people's brains or psyche cause them to think this way. I also want to tie in people's morals – not everyone will act on inappropriate actions or words under the guise of anonymity, so why do some people do it while others don't?



## YOUR TURN!

Using the Rhetorical Framework we just discussed, write a brief statement about your writing plan, including as many details of the rhetorical framework as you can.

You can just write (similar to the example on the previous slide), OR you can make a chart, mind map, word cloud, brainstorm web, etc. of your ideas.

*Complete this on a right side (odd) page in your WNB.*