

Frame (template) for a Rhetorical Analysis Paragraph

(Focus on one type of appeal)

In _____, _____
(Title of the text or speech) (Speaker's name)

uses _____ in order to _____
(type of appeal(s)) (the speaker's purpose)

When (the speaker) states _____
(evidence from the text)

he/she appeals to the audience's _____
(emotions, logic, or trust)

by _____
(explain HOW the quote creates the appeal)

This is effective because _____

Similarly, the speaker's appeal to _____
(emotions, logic, or trust)

is employed when he/she says _____
(evidence from the text)

This is an effective way to persuade the audience because _____

(The speaker's) use of the _____ appeal is

persuasive because _____