

Rhetorical Evaluation- Handout #3

To read a scholarly text critically we follow two steps: analysis and evaluation. To analyze, we diagrammed the text, now we will return to the text to evaluate the rhetorical elements. Many of you learned rhetorical analysis in high school or in your class on written rhetoric. This is a refresher for you.

Modes of Persuasion:

Ethos: the author builds credibility by citing reliable sources to build his/her argument, states opposing position accurately, and uses scholarly language free of jargon and slang.

Pathos: appeals to the emotions, needs, values and sensibilities of the audience.

Logos: is an appeal to reason or logic. Our diagram will illustrate the logical thread that the author used.

Evaluate: the effectiveness of the author’s logic. Were we persuaded? Why or why not? Cite the passage(s) that persuaded you.

Follow these instructions for our class readings.

1. **Identify Audience:** Since these are scholarly texts, we will assume that the audience is a scholar, interested in the field.
2. **Annotate:** Return to the text to skim and highlight, circle, underline, or indicate in any way, rhetorical tools used to persuade.
3. **Cite:** Review your annotations in step #2 and complete the chart below. You may copy and paste or cite page and paragraph.

Mode of Persuasion	Text Citation:
<p>Ethos:</p> <p>How does the author build credibility and trust with the audience?</p>	
<p>Pathos:</p> <p>How does the author appeal to the audience’s emotion?</p>	
<p>Logos:</p> <p>How does the author appeal to the audience’s logic?</p>	

Rhetorical Evaluation: What is your evaluation?