

Rhetorical Analysis Essay Outline

Introduction

- **Context:** Introduce the author, the title, and the type of text (speech, article, ad, etc.). Briefly mention what the piece is about and why it matters.
- **Purpose:** Explain the reason the text was created and identify the intended audience or situation that inspired it.
- **Hook:** Open with an engaging detail (a quote, surprising fact, or short question) to set the tone and draw readers in.
- **Thesis:** End with a concise statement that names the main rhetorical strategies (ethos, pathos, logos, tone, or style) and explains how they shape the author's message.

Body Paragraph 1

- **Focus:** Analyze how the author builds trust and credibility (ethos). Mention credentials, tone, or reference to reliable sources.
- **Evidence:** Use short, relevant examples or quotes that show the author's authority.
- **Analysis:** Explain why these choices make the audience view the author as reliable and how credibility supports persuasion.

Body Paragraph 2

- **Focus:** Examine emotional appeals (pathos) that create connection and empathy.
- **Evidence:** Point out emotional stories, imagery, or descriptive language that evoke feeling.
- **Analysis:** Discuss how these elements influence the audience's emotions and deepen engagement with the message.

Body Paragraph 3

- **Focus:** Evaluate how the author uses logical reasoning and structure (logos) to strengthen the message.
- **Evidence:** Include examples such as statistics, factual statements, comparisons, or well-organized arguments.
- **Analysis:** Explain how logic and structure make the author's claims sound reasonable and trustworthy.

Conclusion

- **Restate Thesis:** Rephrase the main claim, emphasizing what the analysis has revealed about the author's technique.
- **Main Points:** Briefly summarize the rhetorical strategies discussed in each body paragraph.
- **Reflection:** Comment on the overall impact of these strategies and the lasting impression the text leaves on its audience.