

Rhetorical Analysis

10th Grade

Ethos, pathos, logos, the SOAPSTone frame and the analysis paragraph shape.

THE THREE APPEALS

ETHOS

Credibility

Qualifications, fairness, shared values, careful tone.

PATHOS

Emotion

Story, vivid image, loaded diction, appeal to fear or hope.

LOGOS

Logic

Data, cause and effect, concession, structured reasoning.

SOAPSTone — read the text before you judge it

S

Speaker

Who is talking, and what do they want?

O

Occasion

What moment prompted this?

A

Audience

Who is meant to hear it?

P

Purpose

What should the audience do or believe?

S

Subject

In one sentence.

Tone

Attitude

Named with a precise adjective, not "negative".

ANALYSIS SENTENCE

By [device], the writer [verb: undercuts, magnifies, reassures] the audience, so that [effect on their belief or feeling].