**Understanding Purpose**

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Author: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Genre: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Target Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sentence or Passage Stating Thesis or Claim: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Strategies in Use**

| **Persuasion/Propaganda Technique** | **Yes/No** | **Quoted passage that proves the author’s use of the rhetorical strategy** |
| --- | --- | --- |
| **C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\536AM6H5\MC900151433[1].wmfAppeal to Prestige (Big Names)**  -Experts and important people to support argument |  |  |
| **Research (Logos)**  -C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\RJOL2ZL2\MC900290890[1].wmfStudies, logic, numbers, facts are used to support argument |  |  |
| **C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\AVPJ03GP\MC900012918[1].wmfEmotional Language (Pathos)**  - Appeals to the audience’s emotions |  |  | |
| **C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\536AM6H5\MC900389216[1].wmfBuilds Trust (Ethos)**  - Build trust and credibility |  |  | |
| **C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\AVPJ03GP\MC900442128[1].pngUrgency (Kairos)**  - Builds a sense of urgency |  |  | |
| **Rhetorical Question**  – to alter reader’s view, idea, opinion, or attitude; not meant to be answered |  |  | |
| **Anaphora**  C:\Documents and Settings\jnelson1\Local Settings\Temporary Internet Files\Content.IE5\H50G7QMP\repetition11[1].jpg-Repetition of a word or phrase at the beginning of successive lines |  |  | |
| **Apostrophe**  **C:\Documents and Settings\jnelson1\Local Settings\Temporary Internet Files\Content.IE5\H50G7QMP\theatreaudience1940s[1].jpg-**A sudden turn from the general audience to address a specific group or person, either absent or present, real or imagined. |  |  | |
| **Parallelism**  C:\Documents and Settings\jnelson1\Local Settings\Temporary Internet Files\Content.IE5\Y3FL3O1W\unit3parallellineE_f[1].png-Repetition of key word over successive phrases or clauses or lines |  |  | |
| **C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\AVPJ03GP\MC900056379[1].wmfCounter Argument**  – the other side of the author’s position is addressed |  |  | |
| **Rebuttal**  C:\Documents and Settings\jnelson1\Local Settings\Temporary Internet Files\Content.IE5\MOUCT80Q\p2p_nicu_buculei_01[1].png-Evidence or argument presented to contradict or nullify the counter argument |  |  | |

Describe Style: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe Tone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_