You perform a Rhetorical Analysis by analyzing how well the components of an argument work together to persuade or move an audience. You can study arguments of any kind—advertisements, essays, editorials, political speeches, slogans or cartoons (and even songs, movies, photographs or Internet memes). In every case, you'll need to focus your rhetorical analysis on elements that stand out or make the piece problematic. You could begin by exploring *some* of the following issues:

- What is the purpose of this argument? What does it hope to achieve?

- Who is the audience for this argument? Who is ignored or excluded?

- What appeals or techniques does the argument use—emotional, logical, ethical?

- What type of argument is it, and how does the genre affect the argument? (You might challenge the lack of evidence in an academic essay, but you wouldn't make the same complaint about a bumper sticker or a meme.)

- Who is making the argument? What *ethos* does it create, and how does it do so? How does it make the writer or creator seem trustworthy?

- Where is the argument being published, broadcast or promoted? What can we establish with regard to the credibility and trustworthiness of these individuals or organizations?

- What authorities does the argument rely on or appeal to?

- What facts, reasoning and evidence are used in the argument? How are they presented? Does the presentation help or hurt the overall argument?

- What claims does the argument make? What issues are raised (or ignored or evaded)?

- What are the contexts—social, political, historical, cultural—for this argument? Whose interests does it serve? Who gains or loses by it?

- How is the argument organized or arranged? What media does the argument use and how effectively?

- How does the language or style of the argument persuade the audience?