In-Class Activity: Rhetorical Analysis - Reading Texts

Before you read:

1. Who is the author? What ae his/her credentials?
2. Where is this piece published? What credentials does the publisher have?
3. What is the **ethos** of the website? How can we trust the information given?

After you read:

1. Who is the **target audience** of this piece? How can you tell?
2. What is the **goal** or **purpose** of this piece?
3. How does the author express his or her **ethos** in this piece? Give examples.
4. Point out some ways the author uses **pathos** in this piece. Does the use of pathos affect how you feel about the piece?
5. How does the author build up to the main claim? Point out the ways the author uses **logos** to make the audience accept his/her claims.