**◦ Information about Rhetorical Analysis**

The main goal of a rhetorical analysis is to employ critical reading skills in order to examine how an author writes, what rhetorical techniques s/he employs, and how the text functions. A rhetorical analysis is an essay that breaks a text into parts and then explains how the parts work together to create a certain effect—whether to persuade, entertain or inform, or some combination of these.

Such an analysis examines the way that a text appeals to the reader in terms of ethos, pathos, and/or logos.

**Ethos (Credibility),** or **ethical appeal**, means convincing by the character of the author.

**Pathos (Emotional)** means persuading by appealing to the reader's emotions.

**Logos** **(Logical)** means persuading by the use of reasoning.

A rhetorical analysis also looks at the structure of a text in order to examine how the various parts of the text build upon and are shaped by one another.