ENGL 1302 | Rhetorical Analysis Comparison
One-by-One Analysis Outline

This is a sample structure ONLY. There are many ways to organize this paper.

I. Introduction: 3-5 lines

a. Either hook audience with the significance of your texts or with the appeal in both you will analyze, for instance: ethos, pathos, OR logos

b. Introduce your two texts

c. Introduce the appeal you will explore/analyze

d. Establish your claim/thesis

II. Define/Introduce your **APPEAL**: 4-6 lines

a. **Define** rhetoric and the three appeals in your own words

b. **Move into a more targeted introduction to the appeal you'll focus on**

   i. CITE: Bring in outside sources to support your definition if needed

c. Discuss how this appeal is built IN GENERAL

   i. How it works

   ii. Why it's important

   iii. Where it is used/why it is used

   iv. What kind(s) of audiences does it work best with/why

III. Summary and Overview of Text A: 3-5 lines

a. Provide relevant background on text

   i. When published, where?

b. Establish intended audience/context

c. Provide relevant background on author

d. Give a brief summary of the text (choose key details that highlight your element/focus)

IV. Analysis of Appeal in Text A: 8-12 lines

a. Provide a firm statement of how/why the author utilizes the component/element you will discuss

b. Provide examples/evidence

c. Explain and relate this evidence back to the overall piece
d. Intertwine textual evidence to support your analysis

V. Extended Analysis of Appeal in Text A: 3-5 lines; 8-12 lines (depends on depth of analysis)
   a. You might use additional space to consider other ways the appeal is supported OR weakened
   b. OR you might use this space to bring in how the other two appeals bolster or weaken the overall success of your primary appeal

VI. Summary and Overview of Text B: 3-5 lines
   a. Provide relevant background on text
      i. When published, where?
   b. Establish intended audience/context
   c. Provide relevant background on author
   d. Give a brief summary of the text (choose key details that highlight your element/focus)

VII. Analysis of Appeal in Text B: 8-12 lines
   a. Provide a firm statement of how/why the author utilizes the component/element you will discuss
   b. Provide examples/evidence
   c. Explain and relate this evidence back to the overall piece
   d. Intertwine textual evidence to support your analysis

VIII. Extended Analysis of Appeal in Text B: 3-5 lines; 8-12 lines (depends on depth of analysis)
   a. You might use additional space to consider other ways the appeal is supported OR weakened
   b. OR you might use this space to bring in how the other two appeals bolster or weaken the overall success of your primary appeal

IX. Bridge the Texts: 8-12 lines
   a. Discuss the similarities in how the appeal is utilized between text A & B
   b. Provide additional evidence to support your conclusions

c. Discuss how and why there are differences (in style, approach, reason etc.) to how the appeal is utilized between text A & B

d. Provide additional evidence to support your conclusions

X. Conclusion: 5-8 lines

a. Briefly summarize your key movements to the piece

b. Provide a more supported and more fully developed claim/thesis

c. Remind your reader why this is an issue worth examining