

## **TRACE ANALYSIS of the RHETORICAL SITUATION – This is not crazy**

- ◎ **Text** - an argument which has characteristics you can analyze. Content, organization, arguing strategies, language, and style.
  - What kind of text is it?
  - What are its special qualities and features when compared to other types of texts?
  - What is it about?
- ◎ **Reader/audience** - this is the who that'll be experiencing your text. Usually, like with the Facebook writer, we try to target our audience (narrow it down).
  - Who is the targeted (intended) audience?
  - What is the nature of this group? Can they be convinced?
  - What are the anticipated outcomes?
  - Who might be the unintended audience? Can the argument convince them?
  - What common ground is created between author and audience (intended and unintended)?
- ◎ **Author** - The writer/designer/creator of the argument.
  - Who is the author? (think about background, experience, education, and values)
  - What's motivating them to write?
- ◎ **Constraints** - people, events, circumstances, and traditions that are part of the situation and that constrain or limit a targeted audience and cause them to analyze and react to the situation in particular ways. Beliefs, attitudes, prejudices, interests and habits that influence the audience's perception of the situation.
  - What constraining circumstances will influence the reader's and author's responses to the subject?
  - Do the constraints create common ground or do they drive the reader and author apart? How?
- ◎ **Exigence** - part of the situation that signals something argumentative has occurred or is present.
  - What happened to cause this argument?
  - Why is it perceived as a defect or problem?
  - Is it a new or recurring issue?