UNDERSTANDING WRITING

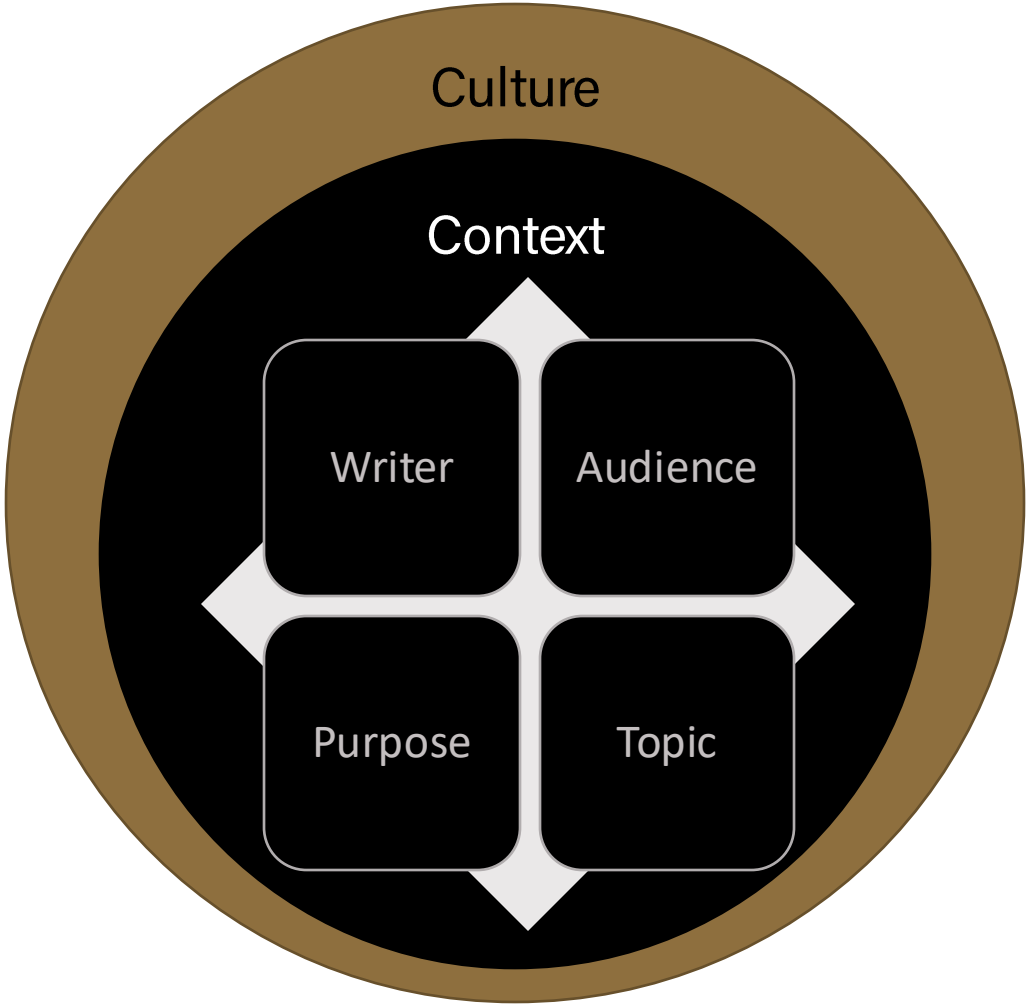
The Rhetorical Situation

What is a Rhetorical Situation?

Rhetoric: Using language effectively to persuade, inform, educate, or entertain.

Rhetorical Situation: The circumstances in which you communicate.

The Rhetorical Situation



The Writer





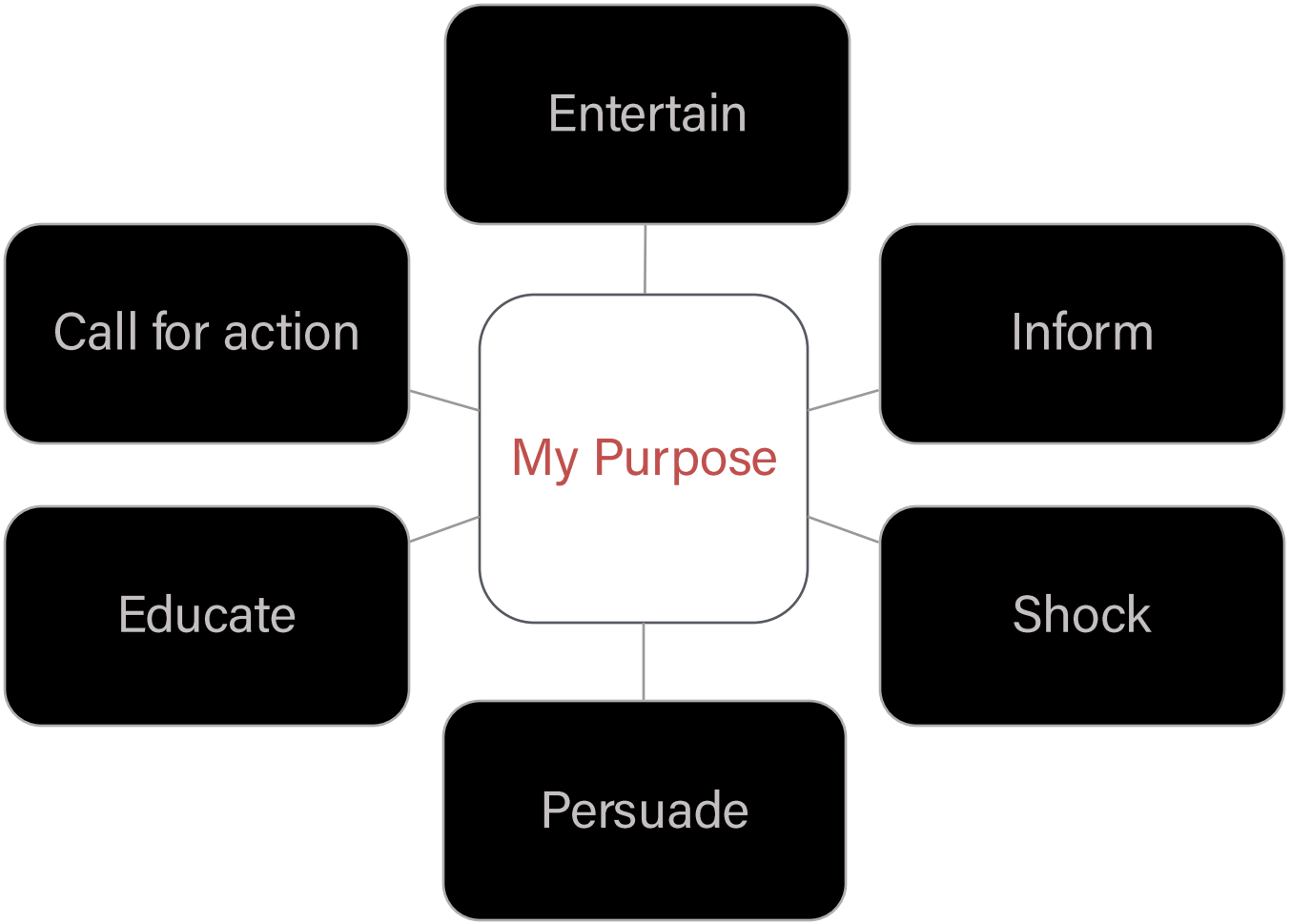
Your culture, personal characteristics and interests affect what you write about and how you write it.

Factors

Factors which can affect your writing:

- Your age
- Your experiences
- Your gender
- Your location
- Your political beliefs
- Your parents and peers
- Your education

Purpose


Entertain
Call for action
Inform
My Purpose
Educate
Shock
Persuade

Genre

A **genre** is a category or type of writing.

Genres hinge upon purpose and the needs/expectations of the projected audience.

Examples: fiction, autobiographical story, news article, review, letter to the editor/editorial, rhetorical analysis, criticism, persuasive essay.

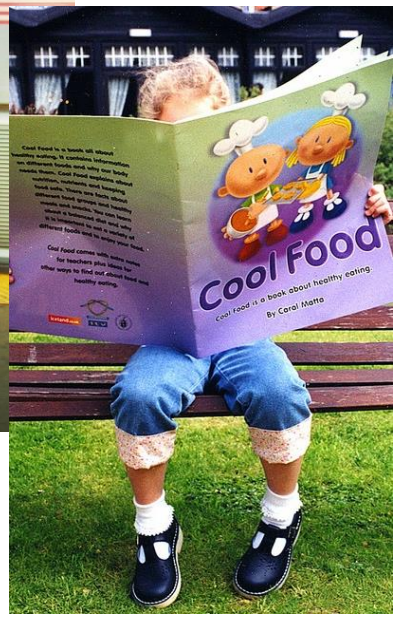
Audience

Your **audience** is to whom you are writing. Many of the same factors which affect the writer also affect the audience, including:

- Age
- Social class
- Education
- Past experiences
- Culture/subculture







Topic

A **topic** is what you will write about.

May be broadened or narrowed depending on the length of your writing and your interest.

Topics should be appropriate to the rhetorical situation you are in.

Context

Context is the “situation” which generates the need for writing.

Context is affected by the:

- Time period or timing
- Location
- Current events
- Cultural significance

Recap: The Rhetorical Situation

Remember the components of the rhetorical situation:

1. Writer
2. Purpose
3. Audience
4. Topic
5. Context
6. Culture

THANK YOU

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