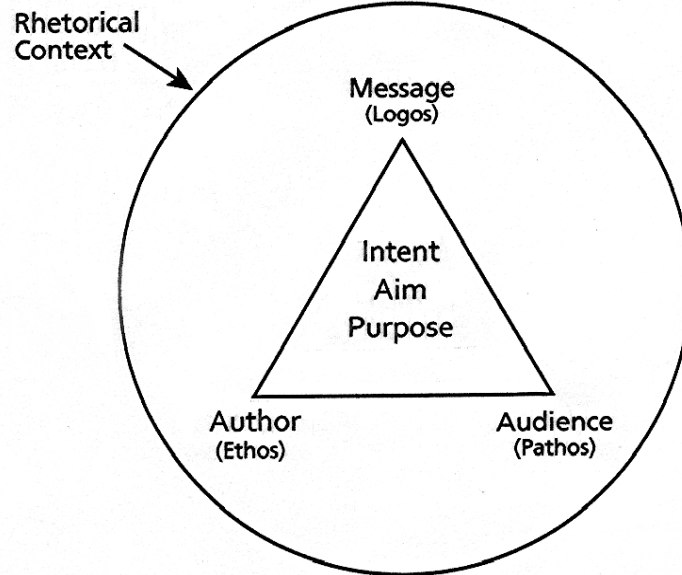
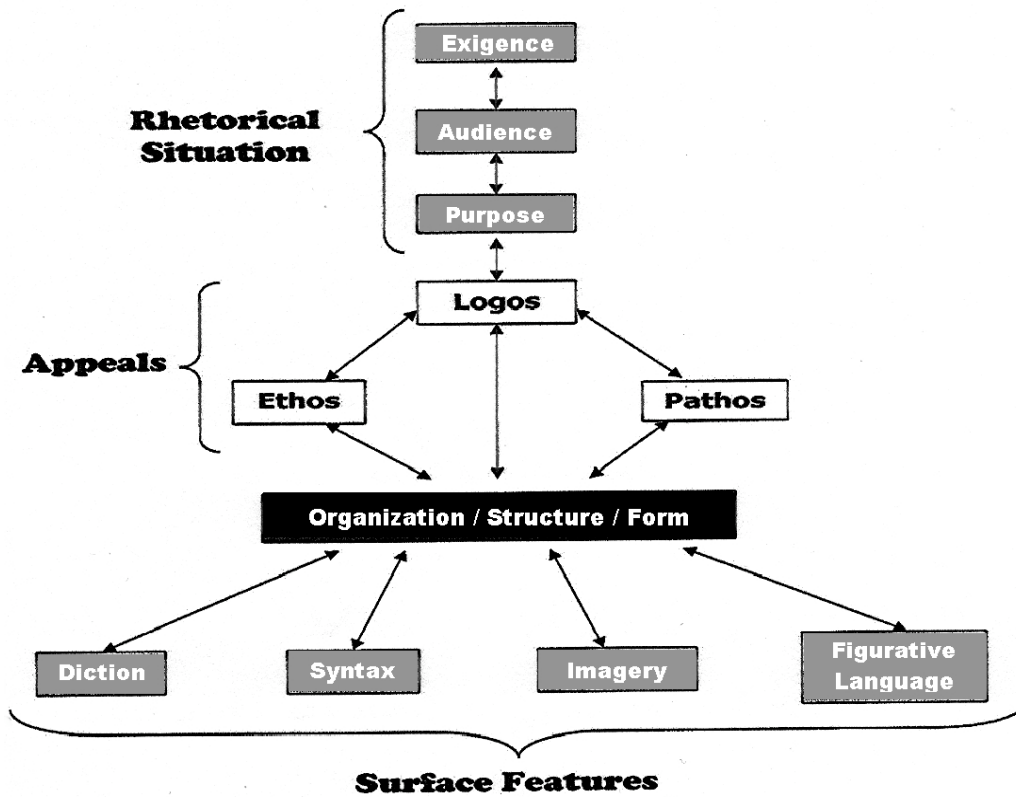


The Rhetorical Triangle

Brassil, Coker, and Glover, 2006



Jolliffe's Rhetorical Framework Diagram



Given a particular circumstance, how does an author purposefully convey his or her message to his or her audience? To answer this question, the student reader must first critically engage with texts:

- √ Who composed this text? What else has this person composed?
- √ What is this text's intended audience assumed to know or believe?
- √ What statement does this text make (what does the text *say*) and how is this message supported and conveyed (what does the author *do*)?
- √ What seems purposeful about this text? What does the author hope to accomplish? How do the author's moves signal his or her intent?
- √ What point of view does this author adopt? What makes it evident?
- √ What cultural, historical, or social influences can you discern?
- √ What are the remarkable features of this text? How are they arranged? What content is included, excluded, emphasized, minimized? What language features and appeals are evident and significant?
- √ How would you characterize the style of this text—academic? hip? formal? informal?
- √ How would you characterize the tone of this text—serious? humorous? satiric? mocking? something else?