Student name

 Submitted by

 Assignment

 Date

Importance of Rhetoric tools

Rhetoric analysis is the most used method to do analysis. Rhetoric context, devices and strategies are important tools for analysis. The choice of means of expressing thoughts in rhetorical prose is determined by the expectations of the audience to which the statement is addressed. The audience seeks to correctly understand the author and expects from him an accurate and clear formulation of thoughts. The audience of public speaking or readers of a journalistic work are usually not inclined to verbal delights for the sake of the beauty of speech as such; they first need to understand and evaluate the content.

 A rhetorical work can be effective and influential. Efficiency means the direct impact of speech on the audience. Influence means the assimilation and dissemination of ideas expressed by the author. The audience is the source of ethos. The image of the audience is designed in relation to the specific image of the rhetorician and the subject of speech, since the main task here is to prepare the audience for a positive assessment of the rhetorical image and join the argument (Leach 207).

The subject of rhetorical prose is not only real facts and attitudes of people, but even to a greater extent statements about these facts and attitudes. From a certain point of view, the author depicts and presents these real facts, faces and statements to an audience that discusses and evaluates both the facts and persons themselves, as well as statements about them and decides.

Concludingly , in rhetoric, style, diction, tone and evidence plays a special role. It is the style that determines the influence of the rhetorical work. The style of rhetorical analysis has its own peculiarities and differs from the style of fiction. The stylistic quality of rhetorical work is determined by the author’s pathos: design, choice of the topic of speech, statement and solution of the problem, choice and construction of verbal courses of argumentation are organic components of the rhetorical style.

Work cited

Leach, Joan. "Rhetorical analysis." Qualitative researching with text, image and sound (2000):

207-226.