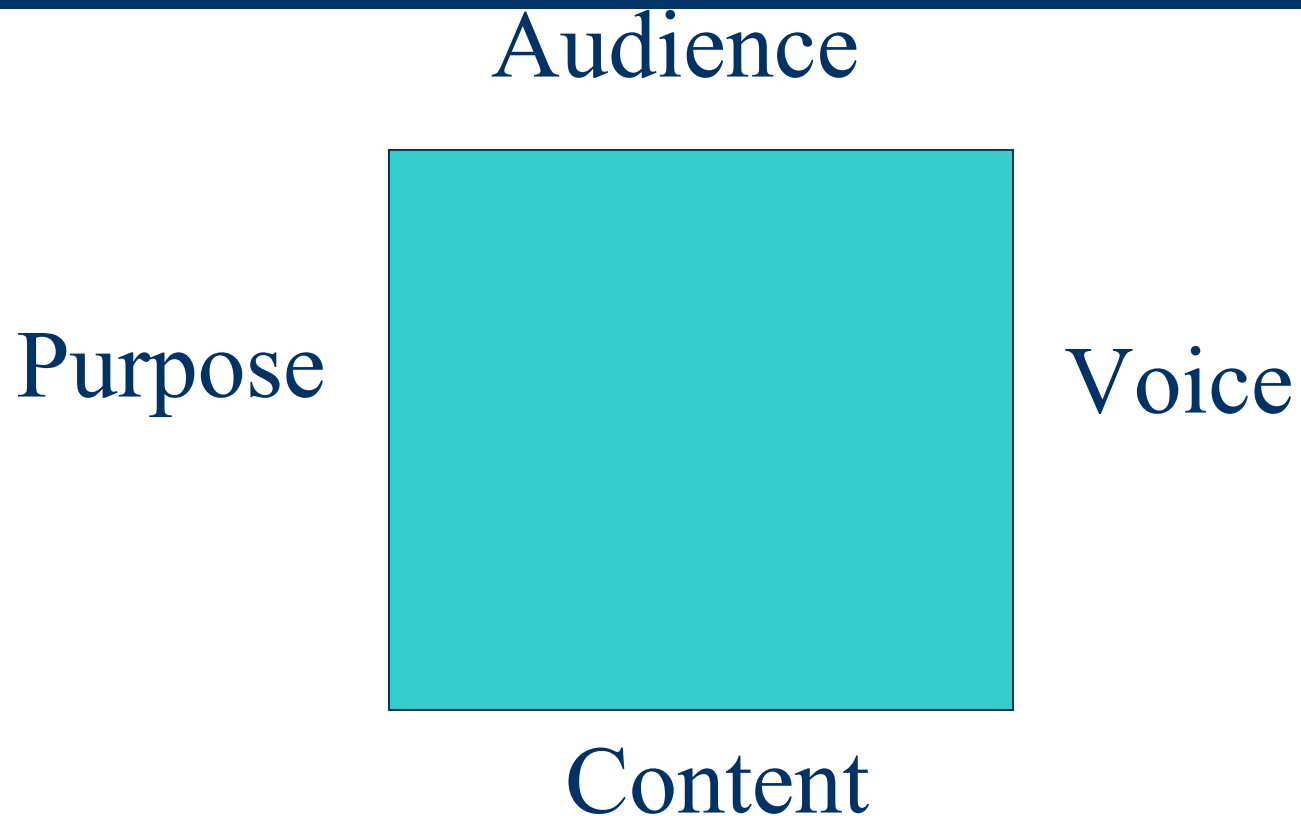


# The Rhetorical Square



# Purpose

- To narrate
- To explain
- To persuade
- To describe



# Content

## How should the writing be organized?

- Comparison/Contrast
- Cause/Effect
- Definition
- Description
- Division/Classification
- Summary
- Précis
- Narration
- Process Analysis
- Argumentation

# Audience

- Who is the intended audience?
- How will the audience respond to the writing?



# Other Audiences

- Peers
- Newspaper Publications
- Parents, Friends, Relatives
- College Admissions Officers
- School Board Members
- Businesses
- Others?



# Why is it important to be aware of the audience?

- The language should be appropriate to the needs of the audience.
  - Scientific terms or technical jargon may be appropriate in one writing situation, but not in another.
  - The writer must be aware of what the reader or readers know and what they need to know.
  - It is important not to offend or insult the reader.

# Audience Awareness?

- *My teacher wants me to write this stupid paper, so I'm just going to write a bunch of junk.*
  - The writer has insulted the reader (his or her beloved teacher) and probably destroyed any chance of earning a good grade.
- *The correlation coefficient of the quantitative data proves that the null hypothesis cannot be rejected.*
  - Most readers would not understand this statement. In this case the audience is a specialized group.

# Voice

- Word Choice
- Types of examples used
- The way you treat your readers

# Review

- Understand the purpose of the assignment
- Understand the content of the assignment
- Know your audience
- Establish a strong, credible, engaging voice