Sample Rhetorical Analysis Outline
(NOT a one-size-fits-all template):

I. Introduction: Background & Thesis
   A. Background Information to help readers understand the topic, and nature of the work
      A. Information about the work
         a. Title, author, publication info
         b. Statement of the author’s topic and argument
   B. Thesis
      1. Main reaction to the writer’s argument (Evaluation)
      2. Support with specific, analytical reasons (Appeals)

II. Body: Analysis, Interpretation, & Evaluation
   A. Main Point 1: Use of Logos in Source
      1. Supporting paragraph 1: Concrete example of type of logical appeal (Cause/Effect? Deductive Reasoning? Inductive reasoning w/ illustrations? Statistics?)
      2. Supporting paragraph 2: Explanation of why/why not example is effective for the argument writer is making
   B. Main Point 2: Use of Pathos in Source
      1. Supporting paragraph 1: Concrete example of type of pathetic appeal & use “Audience” from TRACE (Appeal to audience’s values/Motivations?)
      2. Supporting paragraph 2: Evaluation of effectiveness of this appeal on argument
   C. Main Point 3: Use of Ethos
      1. Supporting paragraph 1: Concrete example of ethical appeal & use “Author,” “Text,” “Constraints” from TRACE (Authority/Credibility, Situated v. Invented Ethos)
      2. Supporting paragraph 2: Evaluation of effectiveness or affect on argument

III. Conclusion: Final Thoughts, Re-emphasize Evaluation
   A. Summary of evaluation
   B. Make a final statement about the topic, and the nature of the arguments surrounding the topic (is it a highly emotional topic? An unknown topic that should motivate people? A topic that is unlikely to be resolved in the near future?)