

HOW TO WRITE A COMPARATIVE RHETORICAL ANALYSIS

A comparative rhetorical analysis describes and compares two readings on the same topic written for two different audiences. It describes and explains the purpose of each reading and how each reading is written to meet the needs of an audience with a different level of knowledge on the topic. Understanding purpose and audience is the basis of successful communication. You may compare the two readings using either a reading-by-reading or point-by-point approach. Your rhetorical analysis should be 250 words, four paragraphs. Please follow the steps below:

Introduction

1. Identify the author, title, and date of publication in a reporting statement.
 - Subordinate the reporting statement (shorten and combine it) to a sentence or two sentences describing the gist (the main idea) of the reading.
2. Repeat Step 1 for the second reading.
3. Introduce what you will focus on in the upcoming paragraphs choosing either a reading-by-reading or point-by-point approach.

Body paragraphs

Choose one approach (reading-by-reading or part-by-part), and:

1. Identify the authors' respective purpose and intended audience
2. Discuss the authors' attitude towards their respective reader and the subject matter.
 - Provide evidence from the readings to support your analysis.
3. Describe how the authors organize ideas. For example, description, narration, comparison and contrast, classification, or problem\solution.
4. Describe how the authors use words and sentence structure to convey information or persuade their respective readers to accept their point of views.
5. Support your point of view with evidence from the readings, as well as personal experience, acquired knowledge or expert testimony.

Conclusion

1. Evaluate how well or poorly the writers have achieved their purpose.
2. Reiterate the writers' attitude to their respective readers and the subject matter.

Please use your own words when writing a comparative rhetorical analysis.