AP Language Rhetorical Situation Notes

Facts and/or Characteristics Definition An audience has shared as well as The person or people receiving a individual beliefs, values, needs, text. and backgrounds. The audience can be the speaker's perception or the actual recipients of the text. Concept: Audience Examples Non-examples □students in a class speaker (distinguish from □ viewer of a TV show audience) member of a crowd during a speech □a potential voter watching a campaign ad

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Definition

Writers create texts within a particular context that includes the time, place, and occasion.

Facts and/or Characteristics

Emotionally charged situations can trigger heavy bias or emotional appeals

The context may be personal or cultural in scale.

Concept:

Context

Examples

□Shakespeare's context was London, circa 1600.

■MLK's context for many speeches was the Civil Rights Movement.

□ Office Max sells bulletproof backpacks in the context of an American society plagued by school shootings.

Non-examples

Occasion (usually much more specific)