

Exploring Rhetoric
with

SPACE CAT



Speaker

- Who wrote this?
- What do we know about them?
- What DON'T we know about them?
- Does this text have a particular meaning because of WHO wrote/said it?

- Examples: A President giving a speech, a citizen sending a Tweet, a newspaper staff writing an editorial



Purpose

- What is the speaker hoping to accomplish by putting this out into the world?
- Remember that the message itself \neq the purpose.
- Examples: to inform, to persuade, to inspire, to convince



Audience

- Who was the actual audience of this text? Was that the intended audience?
- What did the speaker assume about their audience? How does that impact what they say and how they say it?
- Examples: TV viewers watching a debate, readers of a newspaper, a crowd gathered at a rally



Context

- What was going on in the world when this text was produced?
- What were the biggest issues on the speaker's mind, which they might be directly or indirectly addressing?
- How would this same text be received differently by a different audience in or in a different time?
- Examples: MLK's "I Have a Dream" Speech is given in the context of the Civil Rights Movement



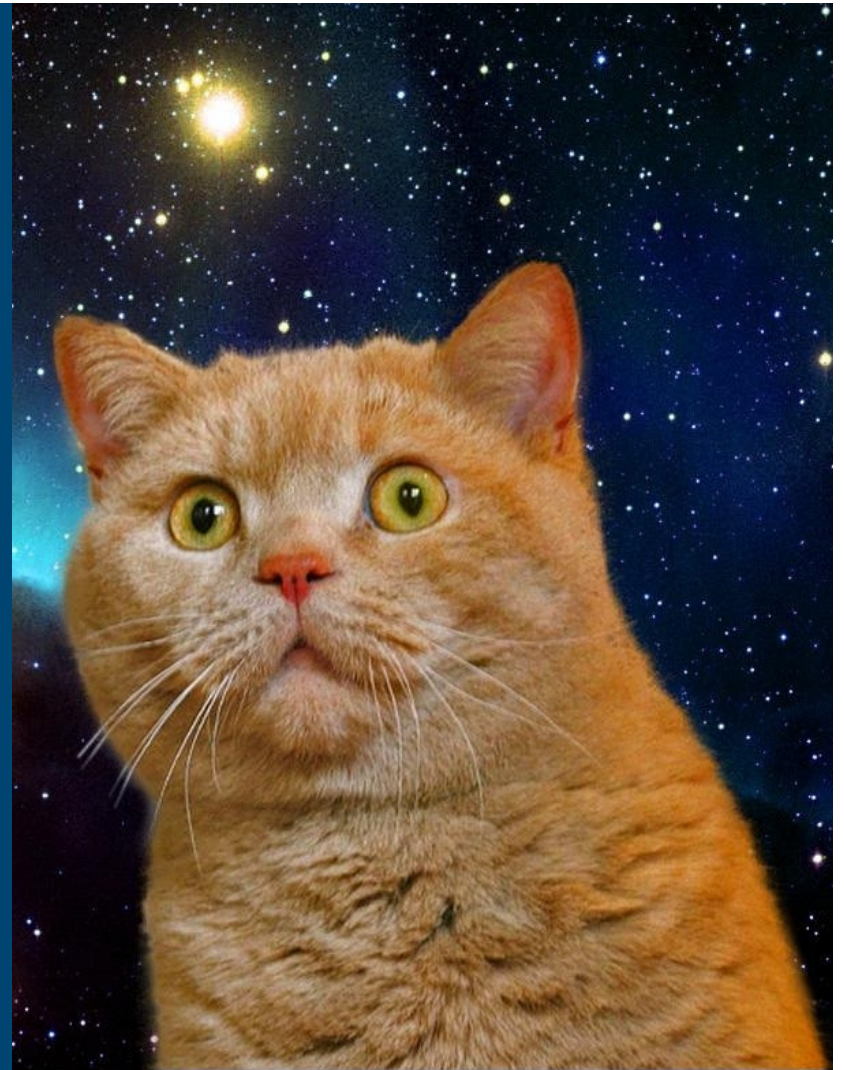
Exigence

- Why “NOW” for the speaker?
- What was the spark or catalyst that moved the speaker to act?
- Note that context is “happening” all the time, but usually an event serves as exigence.
- Examples: The #MeToo movement taking off after high profile reports of misconduct



Choices

- This is a category of all the little moves authors make to enrich their writing.
- Why does the writer make each choice?
- Examples: a speechwriter may begin with an anecdote, then move to describing a process of change, and end with a call to action.



Appeals

□ Appeals to ethics or credibility (ETHOS)

□ Appeals to emotion (PATHOS)

□ Appeals to logic or reason (LOGOS)

□ Examples: Bringing up one's expertise with the topic (credibility), telling a moving story (emotion), stating facts or statistics (logic)



Tone

- What is the speaker's attitude at different places throughout the text?
- How can you tell this is their attitude?
- Where does the tone shift in the piece?

- Examples: A religious eulogy may begin with a mournful tone, then move into a comforting or inspirational tone.



When to use space cat?

- Rhetorical analysis requires you to read and understand what matters about a text (SPACE) and comment on what specific features make it rich or effective (GAT).
- Don't panic when exploring a new or difficult text...
- SPACE GAT will guide you into the unknown!

