**RHETORICAL ANALYSIS GRAPHIC ORGANIZER: “I have a dream” by Martin Luther kIng, JR.**

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|  **WHAT the Writer Does**  | **WHY the Writer Does It** |
| Author’s Claim/ Argument: What point or claim is the speaker trying to make?  | Why did the author choose this claim or argument? |
| **Rhetorical Appeals:** Identify and analyze different rhetorical appeals used in the text (ethos, logos, and pathos). |
| **Evidence from Speech (direct quote or summarized excerpt)** | **What is the impact on audience?** Why would the writer choose to use these appeals?  | **Is this approach effective? Why/Not?** Which appeal is the most effective in proving the author’s claim?  |
| **Ethos** |  |  |  |
| **Logos** |  |  |  |
| **Pathos** |  |  |  |
| **Purpose**: What is the author’s purpose? To explain? To inform? To anger? Persuade? Amuse? Motivate?  | Why does the author choose this purpose? What effect does it create? |
| **Tone**: What is the tone of the piece? Critical? Sarcastic? Serious? Humorous? Personal? Impersonal? | How does the tone reveal the bias of the author? How does the tone contribute to the purpose of the piece?  |
| **Audience**: Who is the author’s intended audience? | Why does the writer engage this audience?List evidence that supports the intended audience. |
| **Author’s Style Analysis:** Find examples that illustrate the author’s style. | What effect does the author’s style create? Why do you think the author used this style for this work? |
| Choice of words (diction):  |  |
| Imagery and detail: |  |
| Sentence structure (syntax\*):  |  |
| Any other important rhetorical features or strategies you noticed? What figurative language does the writer use (irony, allusion, simile, metaphor, etc.)  | Why were these used? Do they influence the reader in anyway? |

\*Remember that syntax can include word order, sentence length, punctuation, repetition, syntactic tension, and parallelism.