In a rhetorical analysis, rather than summarizing the plot of a work, you are analyzing the appeals, evidence, and techniques the author or artist uses to present his or her message and how successfully the message is conveyed.

**Summary versus Rhetorical Analysis:**

**Summary:** Jones states that the deforestation of the rainforest is bad and we should care about nature.

**Rhetorical Analysis:** Jones shows through his use of intellectual language that his targeted audience is college students.

**Rhetorical Appeals:**

You may have heard of *pathos*, *ethos*, and *logos*. These are the appeals writers use to convey their ideas. *Pathos*, or a pathetic appeal, invokes a reader’s emotions. *Ethos*, or an ethical appeal, proves the author’s character and credibility. *Logos*, or a logical appeal, uses reason to make a case.

**Example:**

*Excerpt from Martin Luther King’s “I Have a Dream” speech:* “I have a dream that one day this nation will rise up and live out the true meaning of its creed: “We hold these truths to be self-evidence, that all men are created equal.” I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood. I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice. I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a *dream* today!”

**A brief rhetorical analysis:** In Martin Luther King’s “I Have a Dream” speech, King uses rich, evocative words and phrases to paint a picture and to gain an emotional response from his listeners. Some of these phrases include the alliterative “state sweltering” and the “oasis of freedom and justice.” These phrases help the reader envision King’s dream and also present a stark contrast between the world that exists and the world that could exist.