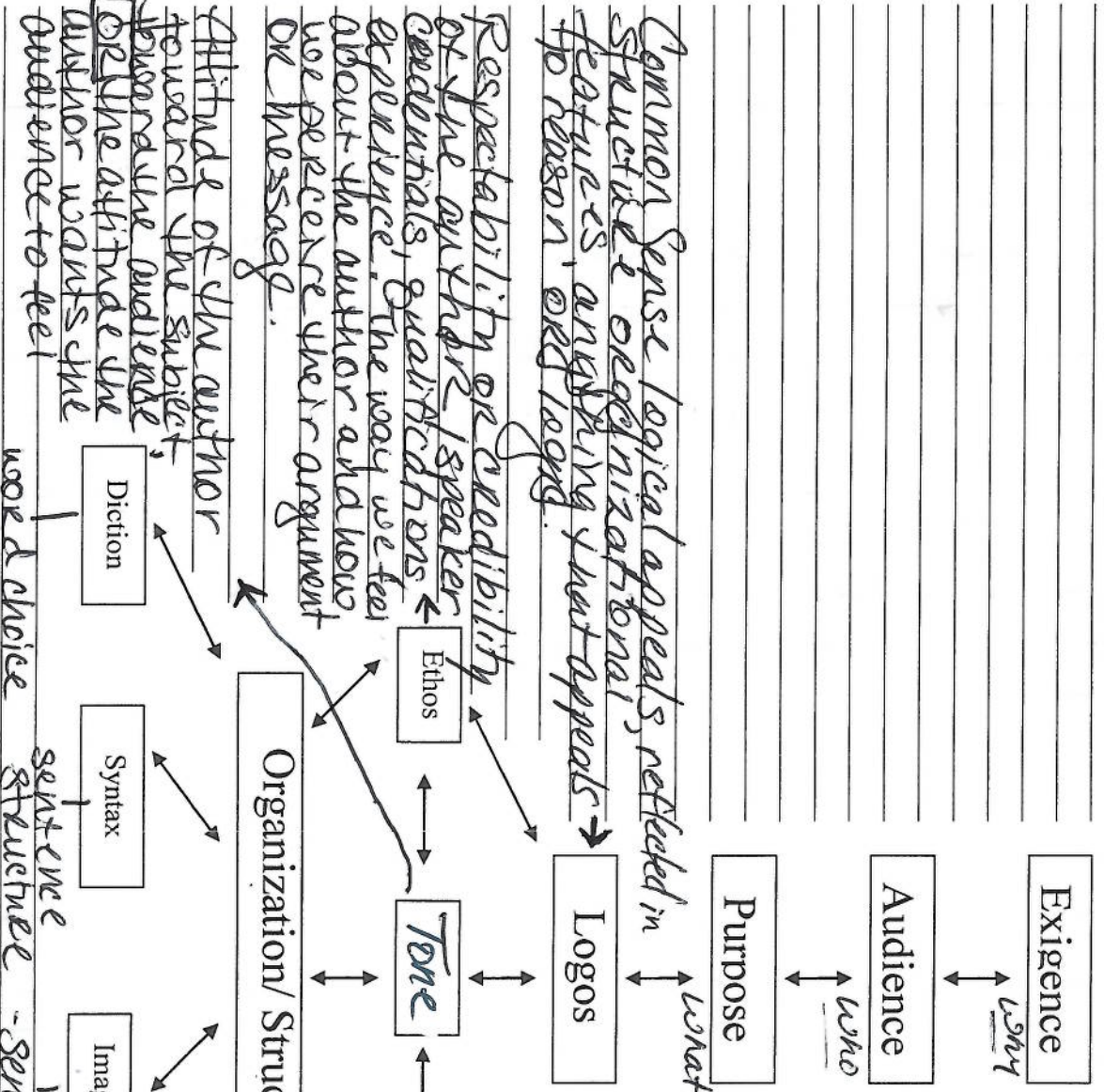


Joliffe's Rhetorical Framework Design



The purpose or reason for writing - an event or belief being challenged, what prompts an author to compose text.

Who is the author writing to or for. Time Period, Biases, Gender, Ages, Education level, Socioeconomic background, Religious Background.

The message the author is trying to communicate to the audience, persuade, change in belief, call to action, present ideas for consideration.

Heur - emotional appeals that ask the reader to connect/care about the subject.

Why choose the form used? What is the best structure for argument?

Most common non-fiction organizational structures

- Description
- Sequence
- Problem/solution

Figurative Language

- Metaphors
- Similes
- Personification
- Allusions

• Cause/Effect
- Comparison/Contrast